DIGITAL MARKETING EVALUATION

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STARTING WITH A GOAL

Social Metrics Map

BUYER'S JOURNEY	OBJECTIVE	SOCIAL MEDIA STRATEGY	SOCIAL ACTIVITY	SOCIAL KPI'S	BUSINESS IMPACT
AWARENESS	Create awareness	Expose target audience to brand content	Posts, promotions (boosts)	Impressions, reach	SOV, Top of Mind Awareness
CONSIDERATION	Generate demand	Generate engagement of target audience with brand content	Posts, responses	# of engagements, types of engagements	Visitors/traffic (online or offline)
DECISION	Drive conversion	Drive target audience to brand offers	Posts, promotions	Link clicks	Conversions (purchases, lead submissions, app downloads)
ADOPTION	Delight customers	Drive engagement with brand product/services	Responses (i.e. social customer care)	(positive) earned mentions, customer care metrics (responses times & qty)	Sentiment and satisfaction
ADVOCACY	Inspire evangelism	Activate customer influencers	Posts, outreach to influencers, reshares	Earned impressions, earned reach, social UGC	Referrals, influencer activity, positive word of mouth, NPS

COMMIT TO A TIME FRAME

Whether you have 5 days or 5 months, you must include a concrete time frame

Determining the timing for your marketing campaign goals will help create a sense of urgency as well as accomplishment

A time frame can also set parameters for comparison when you run reports for month-over-month or year-over-year progress

DETERMINE SUCCESS FACTORS

your goal is to earn 500K impressions on social media and drive 10K new visitors to the website

→

determining a quantifiable result to achieve—real numbers that could be an educated guess, or based on a pattern of growth

→

Keeping time frame in mind, be sure to determine how long you have to reach this milestone. It can be one month or 12 months, depending on the effort behind the campaign

PROVIDE SPECIFIC DETAILS

Simply saying

"expose target audience to brand content"

isn't enough

THEN?

Being specific

with details will better prepare you to

execute your campaign

by serving as a roadmap

CREATE A MEASUREMENT TEMPLATE

Your initial goal(s).

An overview of what happened during the campaign (metrics will go here).

Things that worked the best, and what you learned from them.

Things that didn't work so well, and what you learned from them.

How to write SMART Goals

S
Specific

Provide a clear description of what needs to be achieved.

M
Measurable

Include a metric with a target that indicates success.

A
Achievable

Set a challenging target, but keep it realistic.

R
Relevant
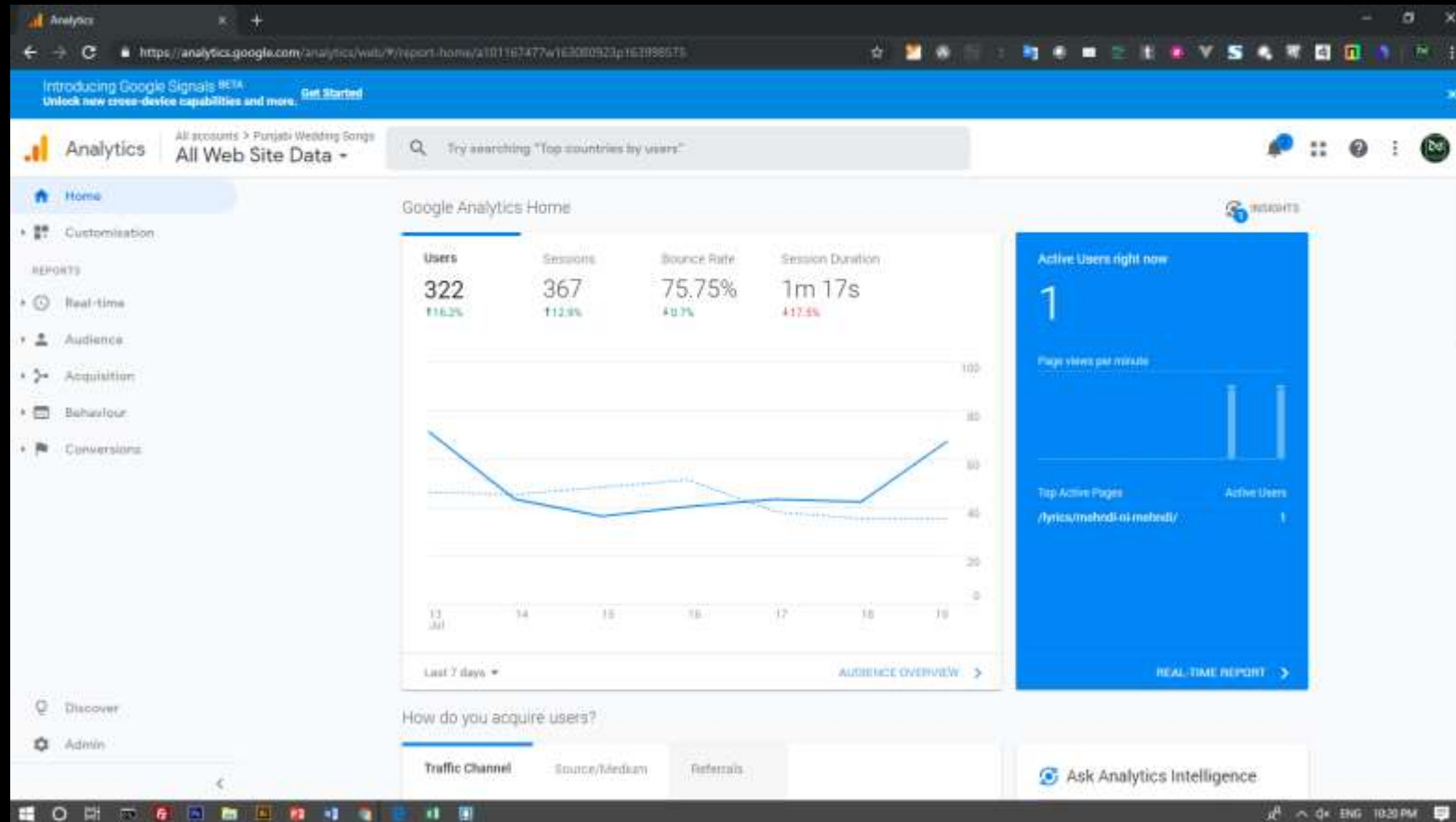
Keep your goal consistent with higher-level goals.

T
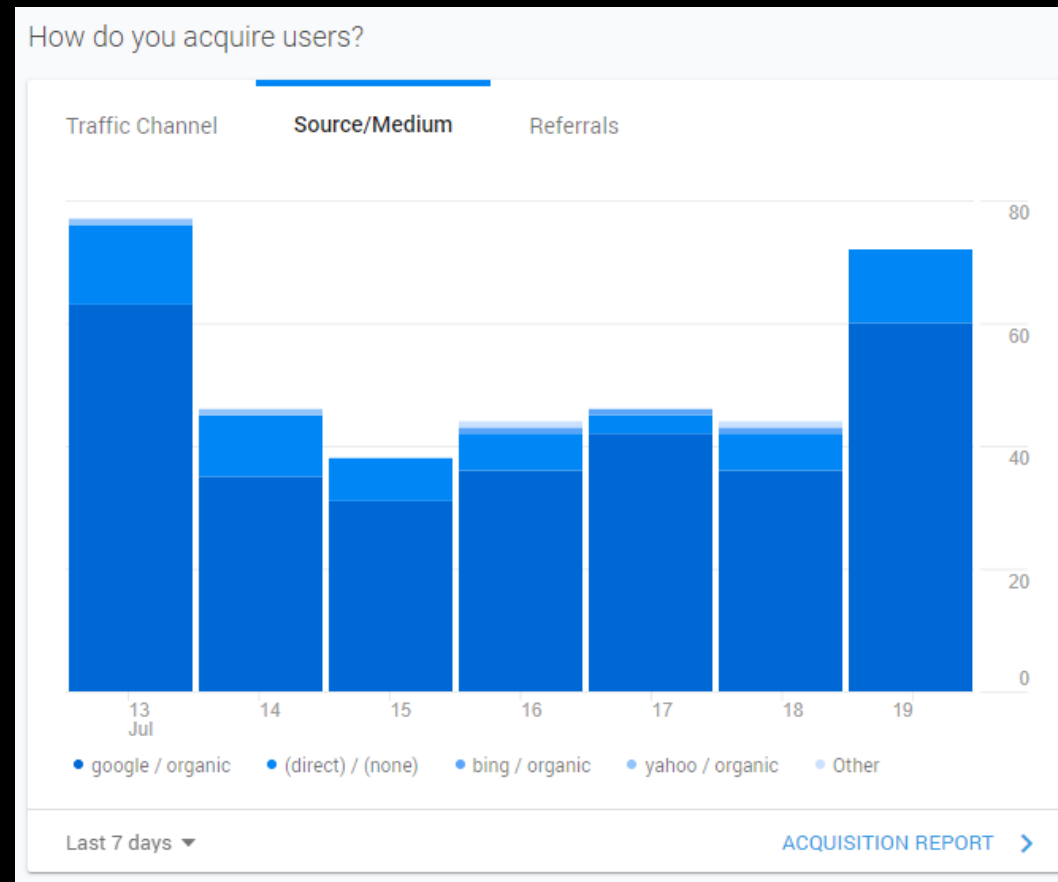**Time-bound**

Set a date for when your goal needs to be achieved.

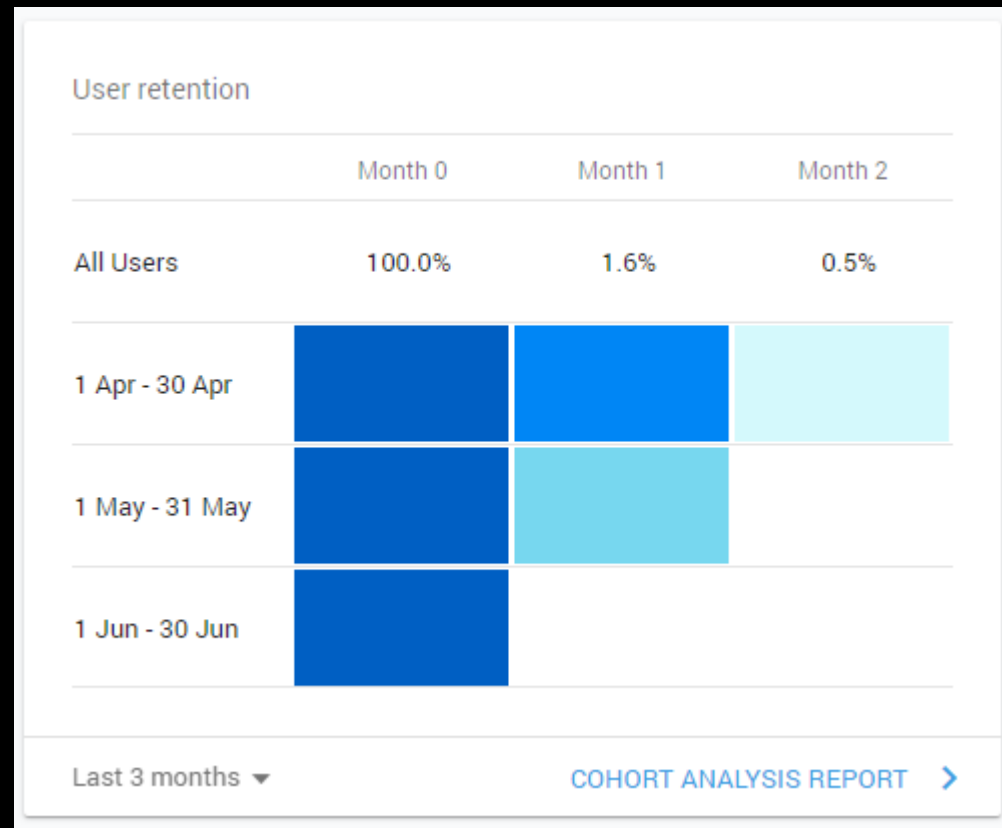# WAYS TO MEASURE DIGITAL

MARKETING SUCCESS
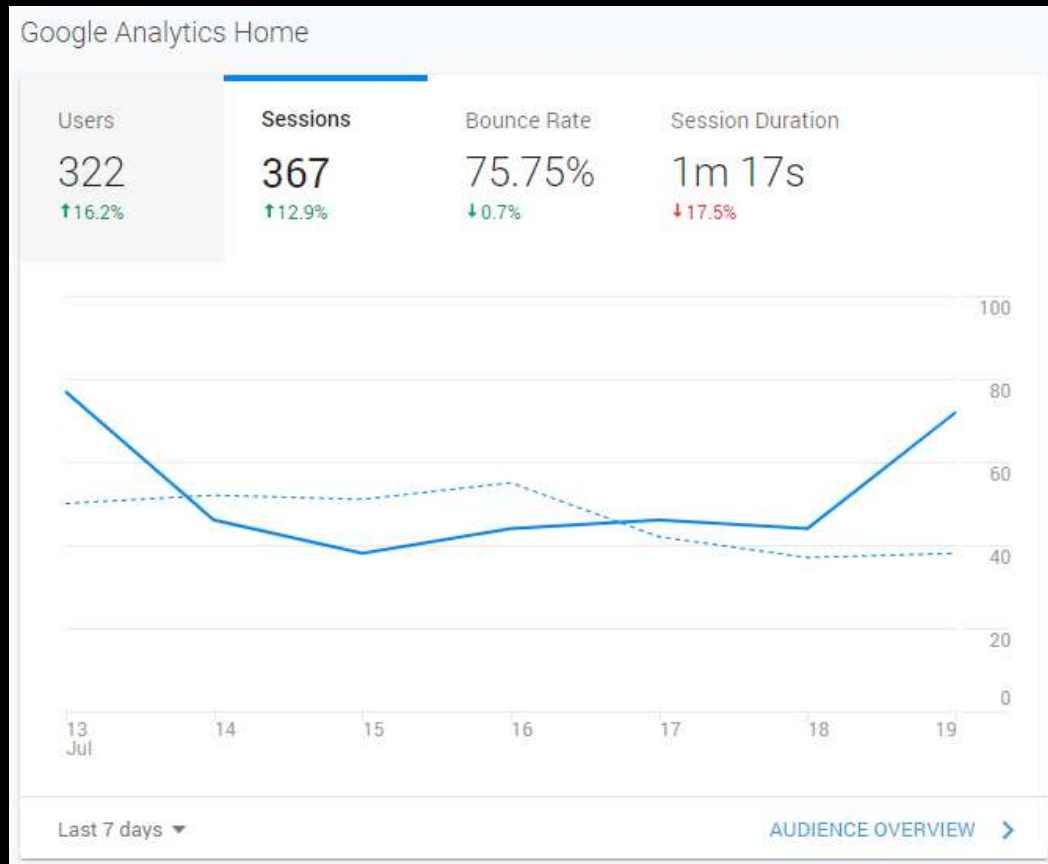
1. OVERALL WEBSITE TRAFFIC

2. TRAFFIC BY SOURCE

3. NEW VISITORS VS. RETURNING VISITORS

4. SESSIONS

Is your website easy to navigate?

Are users finding what they're looking for quickly?

Is the content valuable and worth reviewing at length?
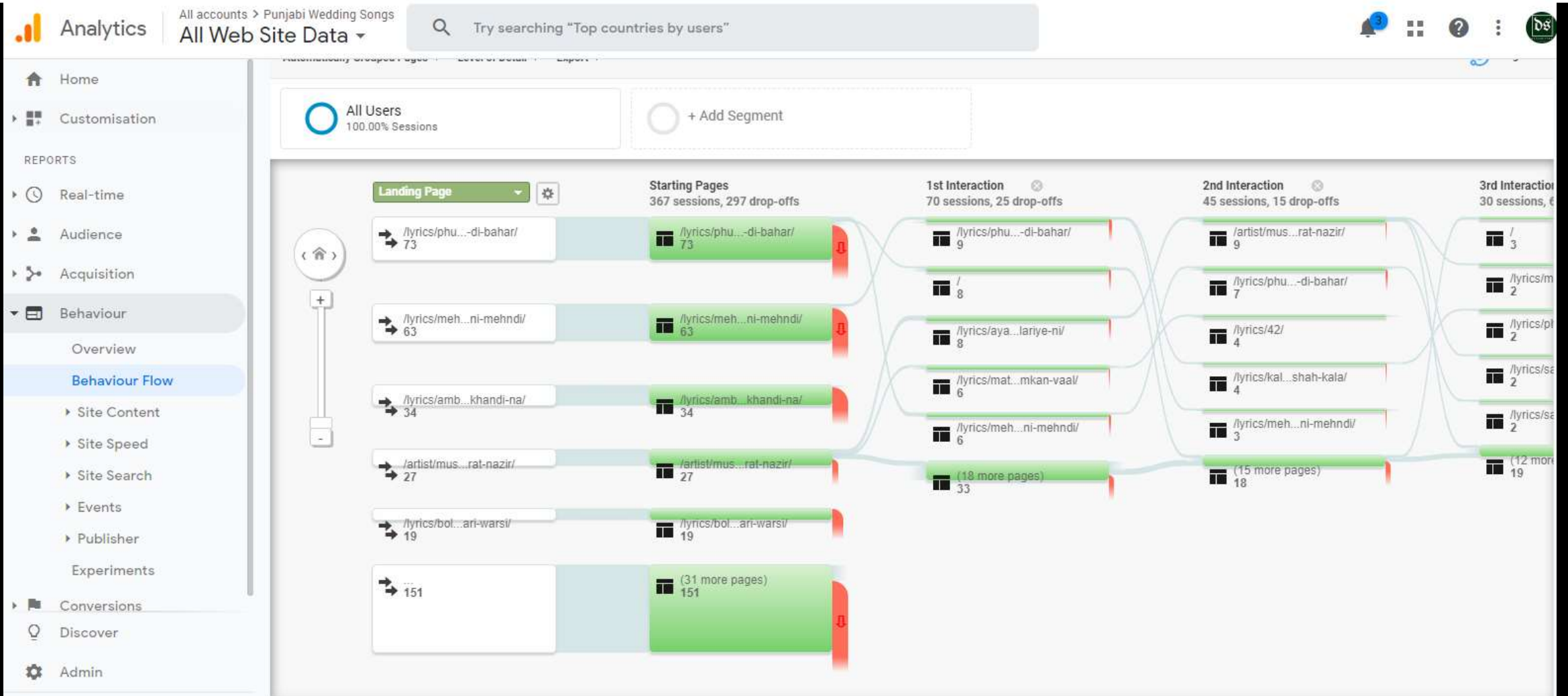
5. PAGE VIEWS

This is the total number of pages viewed. A user who repeatedly visits the same page will trigger this metric, so it's the broadest of all page-related measurements for digital marketing success.

It's relevant to know how many pages are visited on your website in a given time period. This helps you to understand if your entire site is of value or if only certain pages are.
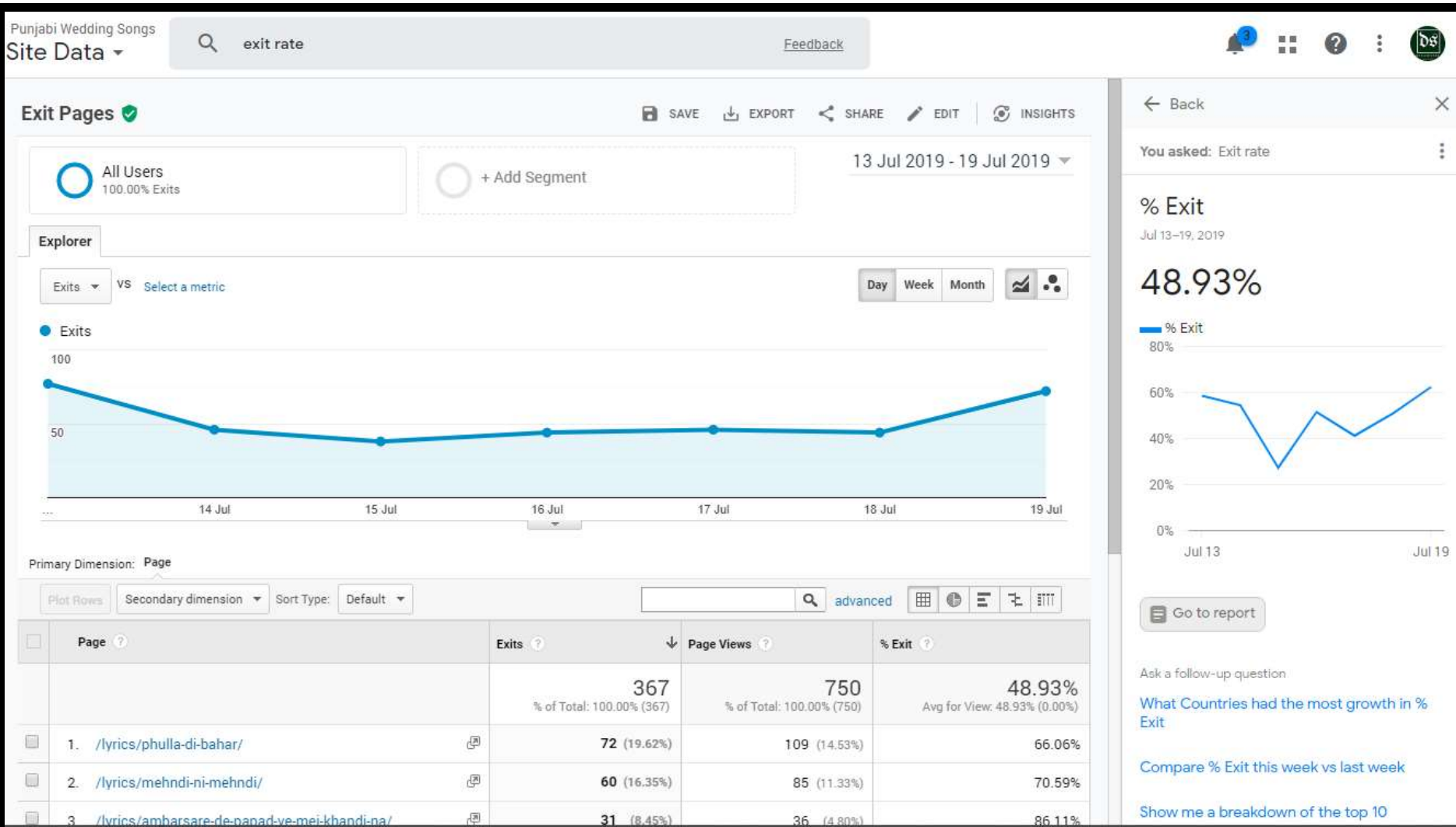
MOST VISITED PAGES

The Most Visited Pages metric uncovers all sorts of information about exactly where your site's visitors are going and for how long. For a deeper analysis, check out the Behavior Flow.
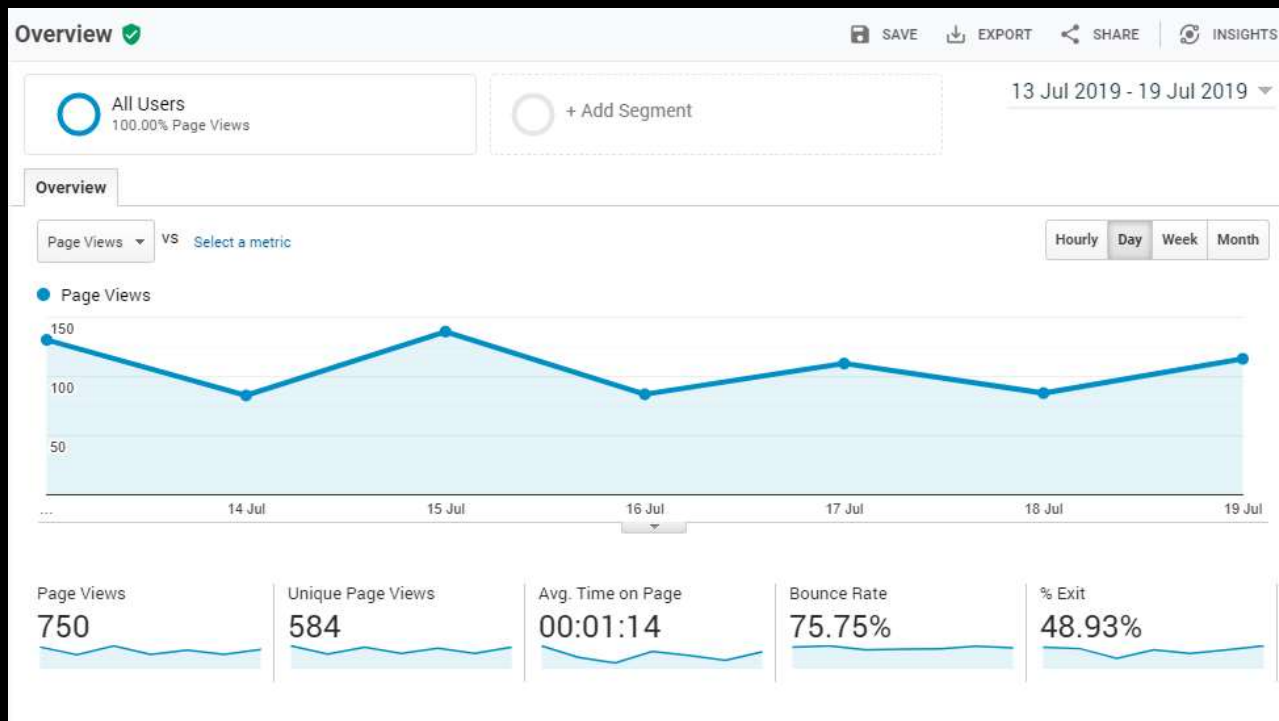
ANALYTICS BEHAVIOR FLOW

EXIT RATE

The Exit Rate metric will show you exactly where they left after they reviewed your content

BOUNCE RATE

The Bounce Rate metric is the percentage of people who leave (bounce away) from your website after viewing only one page.

- the site takes too long to load
- they did not immediately find what they were looking for
- they found relevant content but were not compelled to click further
- an error page loaded

BY GOOGLE DEFINITION

The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.

Decrease your page load time

Add internal links to your page copy

Include images or other visuals in your content

Use a compelling call-to-action

CONVERSION RATE

an actual sale,

a subscriber,

a completed download,

a lead entry,

and more.

OTHER DIGITAL MARKETING METRICS THAT MATTER

Impressions	**Social Reach**	**Social Engagement**	**Email Open Rate**
Click Through Rate	**Cost Per Click**	**Cost Per Conversion**	**Cost Per Acquisition**

Overall ROI

THANKS ☺