



FIVE CRUCIAL MARKETING METRICS TO TRACK FOR SUCCESS

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INTRODUCTIONS



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- **MARKETING METRICS 101 AND WHY THEY'RE IMPORTANT**
- **THE FIVE CRUCIAL METRICS**
- **WHAT DO THESE METRICS MEAN FOR YOUR BUSINESS**
- **GOOD MARKETING ROI AND ATTRIBUTION(ROAS)**

Agenda

WHAT ARE MARKETING METRICS?

MARKETING METRICS

are quantifiable ways to measure the success of your business across various marketing channels.

UNDERSTANDING MARKETING METRICS

Impressions



Clicks



Conversion/
Customers

WHY ARE MARKETING METRICS IMPORTANT?

89%

**OF LEADING BRANDS
ALREADY USE KEY
MARKETING METRICS
TO DEFINE THEIR
SUCCESS**

-Google



HOW DO MARKETING METRICS HELP YOU STAND OUT?

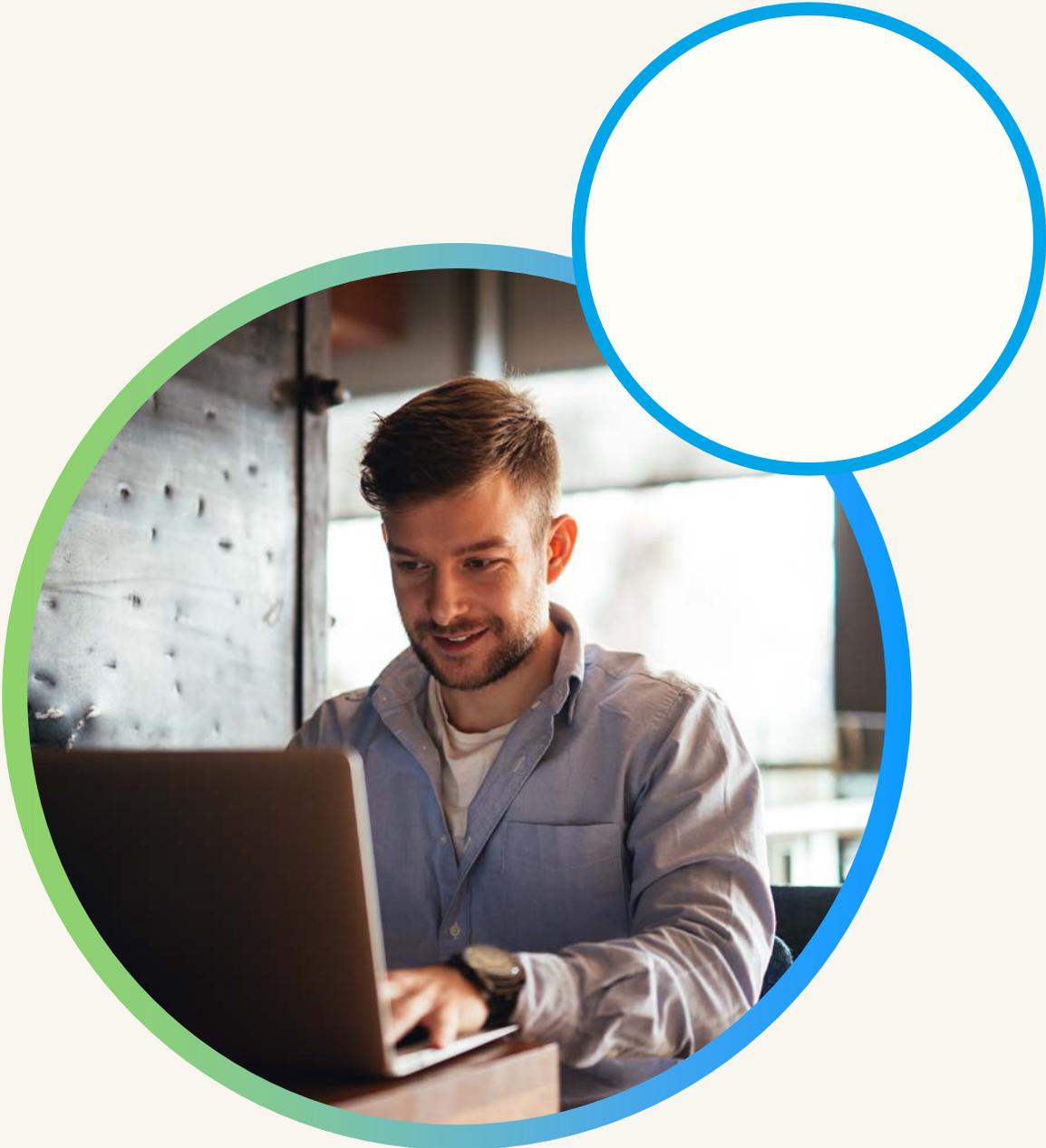
49%

of businesses are
only using basic
metrics





What marketing metrics have you tracked in the past?

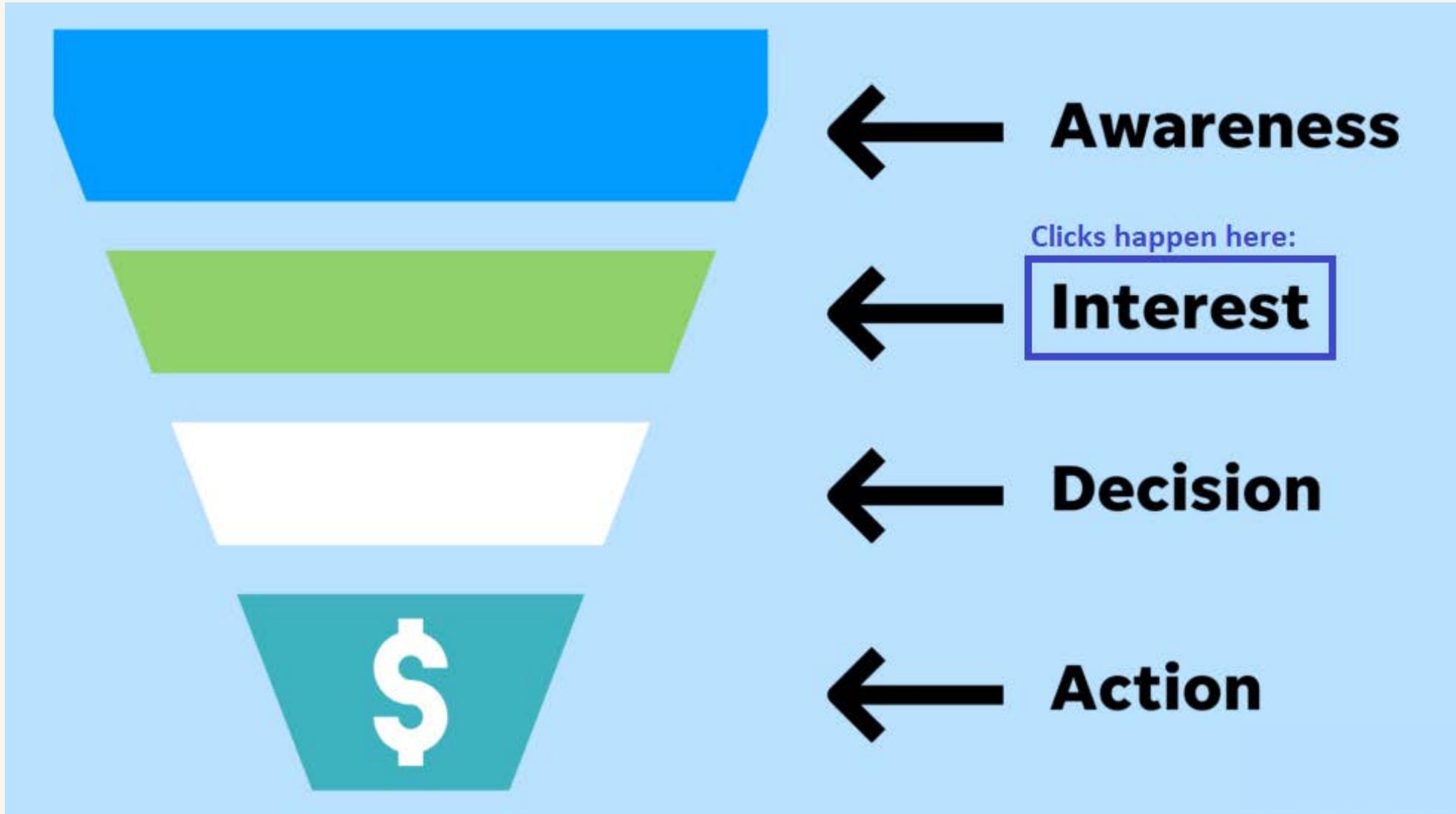


#1 IMPRESSIONS

People need to see information about a business at least **7x before they become a customer.**



#2 CLICKS



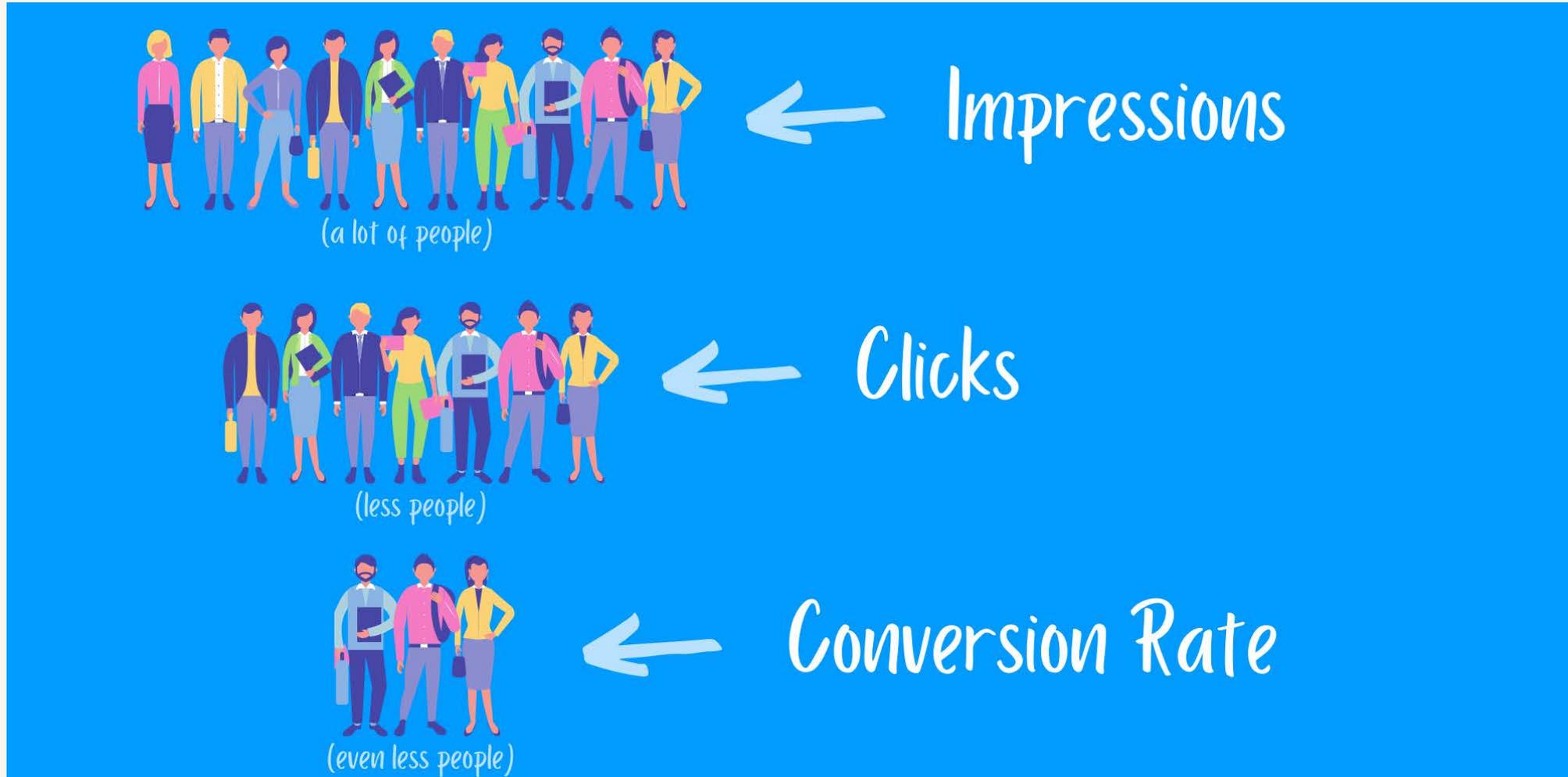
CONVERSIONS

The screenshot shows a florist website with a dark green header. The navigation menu includes: BIRTHDAY, SYMPATHY, ALL OCCASIONS, GIFTS, FLOWERS, PLANTS, SEARCH, HELP, SIGN IN, and CART. The main banner features the text "Birthday Wishes Granted" and "Give the gift of summer freshness." with a "SHOP BIRTHDAY FLOWERS" button. A yellow arrow points from the banner to the product grid below. The product grid includes a "START HERE" link, a form for "Sending to" (Delivery ZIP Code) and "Delivery Date" (MM/DD/YYYY), and a "SHOP NOW" button. A yellow arrow points from the "SHOP NOW" button to the "Fiesta Bouquet" product card. The product cards are:

- Best Day Bouquet & Lovepop® Birthday Pop-Up Card**
\$82 - \$123
FLORIST-TO-DOOR
- Light of My Life Bouquet & Happy Birthday Topper**
\$60 - \$93
FLORIST-TO-DOOR
- Pink Calla Lily Plant & Happy Birthday Lovepop® Pop-Up Card**
\$65
SHIPPED IN A BOX
- Fiesta Bouquet**
\$60 - \$95
FLORIST-TO-DOOR

An example of various places conversions could be tracked on a small business's website.

#4 CONVERSION RATE



What do you use for reporting currently?

WHAT IS A GOOD MARKETING ROI?

**A strong
marketing
ROI is**

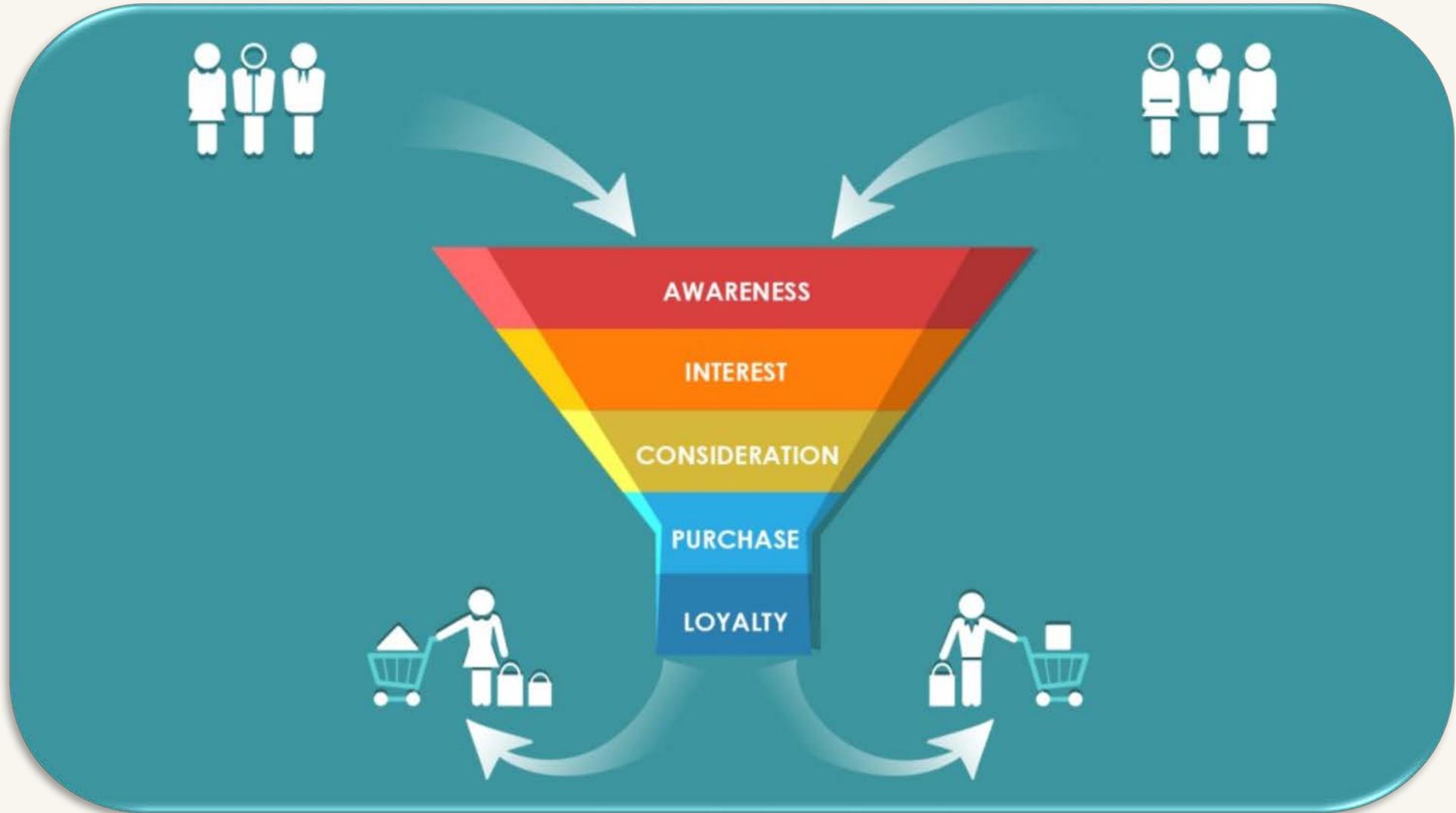
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ROI SHOWS WHO IS REALLY DOING THE WORK.



BROAD VIEW ROI: HOW UTILIZING THE FUNNEL IMPACTS YOUR ROI



WHERE ARE YOUR LEADS COMING FROM?



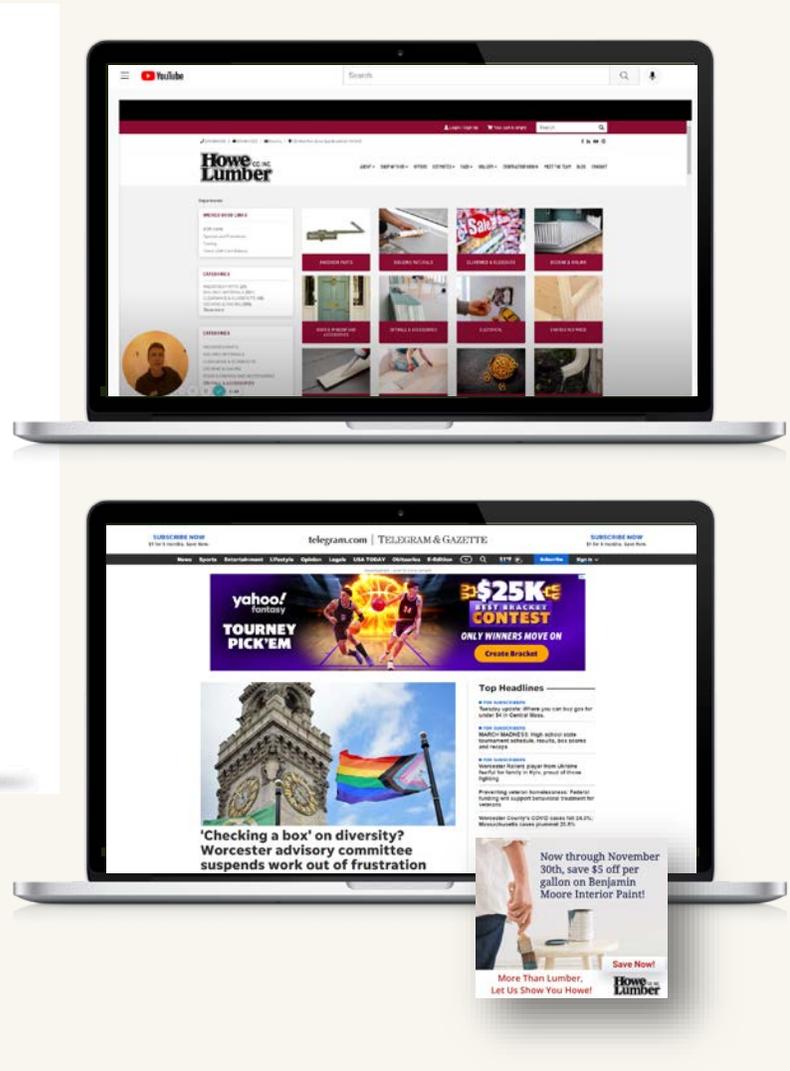
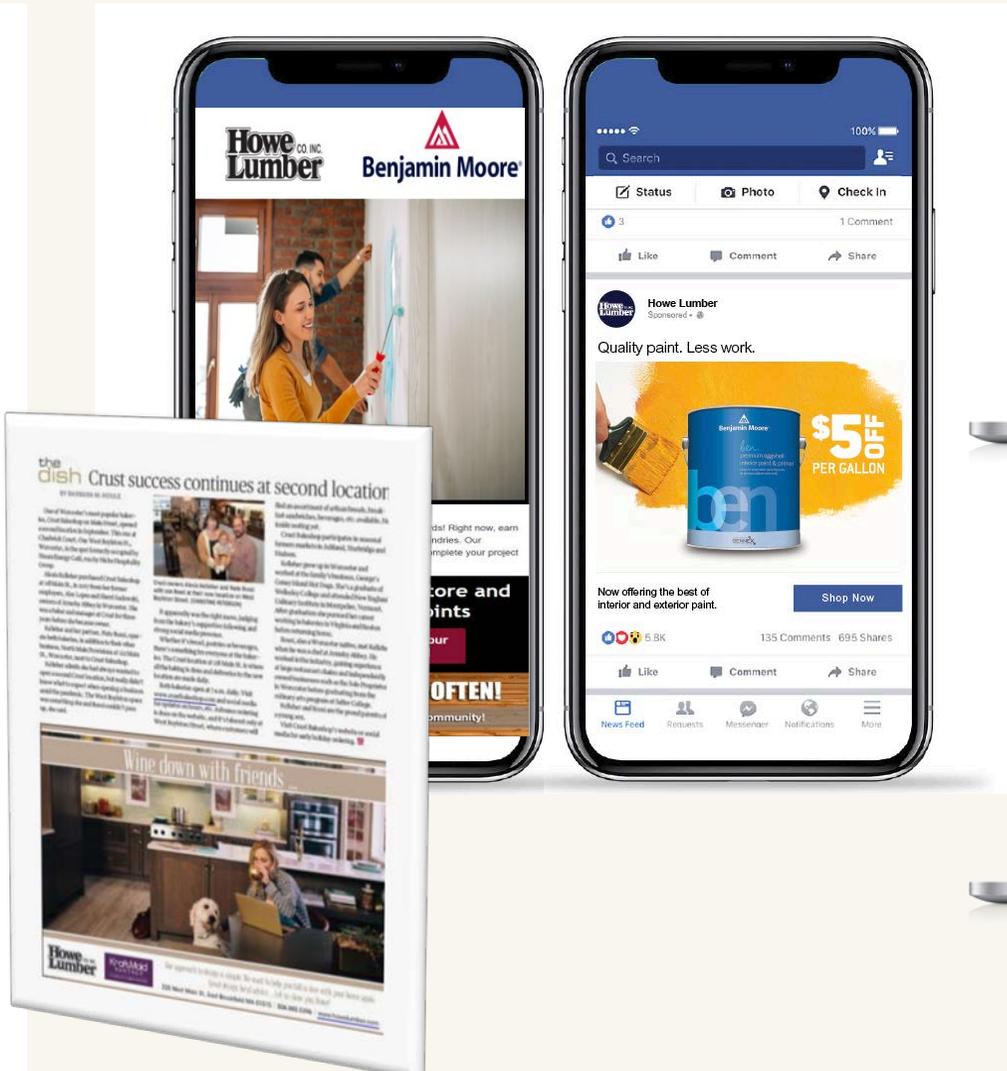
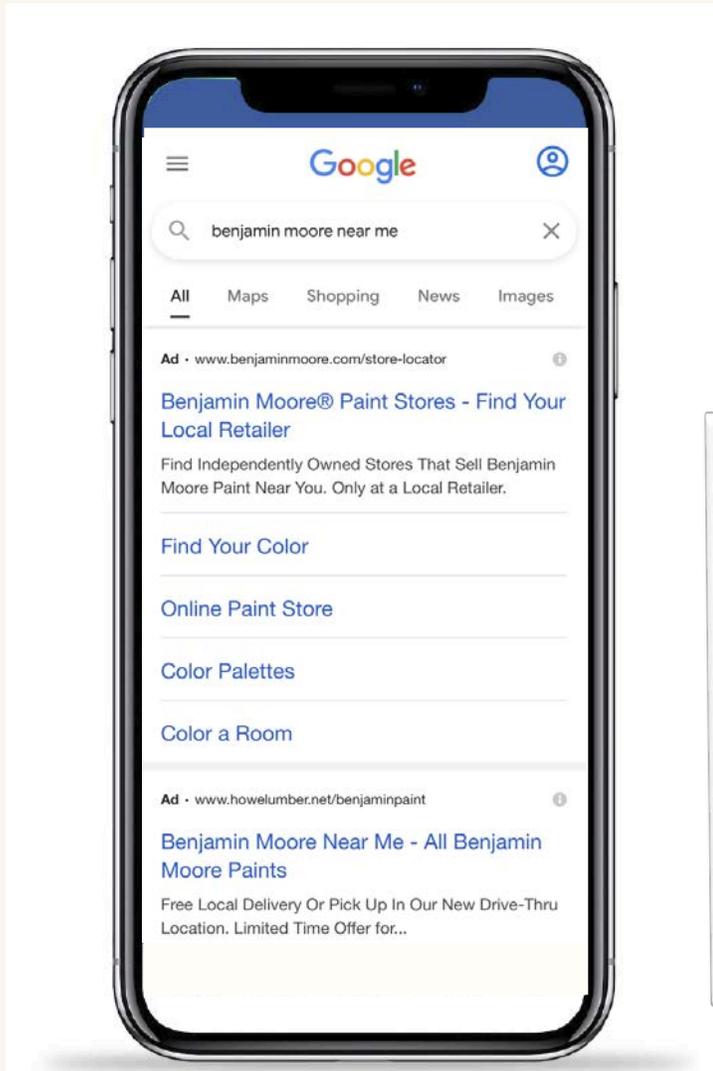
Consumers move between devices and platforms, yet 58% of marketers still turn to single-touch attribution

What is your primary attribution model for digital marketing?

First touch/ last touch	58%
Multi-touch	34%
Algorithmic/ custom	5%
Other	3%

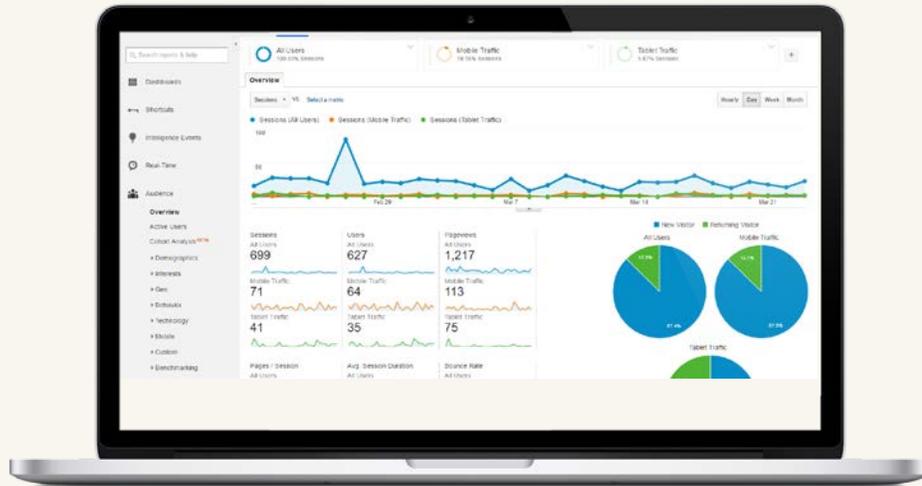
DOMINATING THE MARKET

Is Your Business Everywhere Your Customers Are?

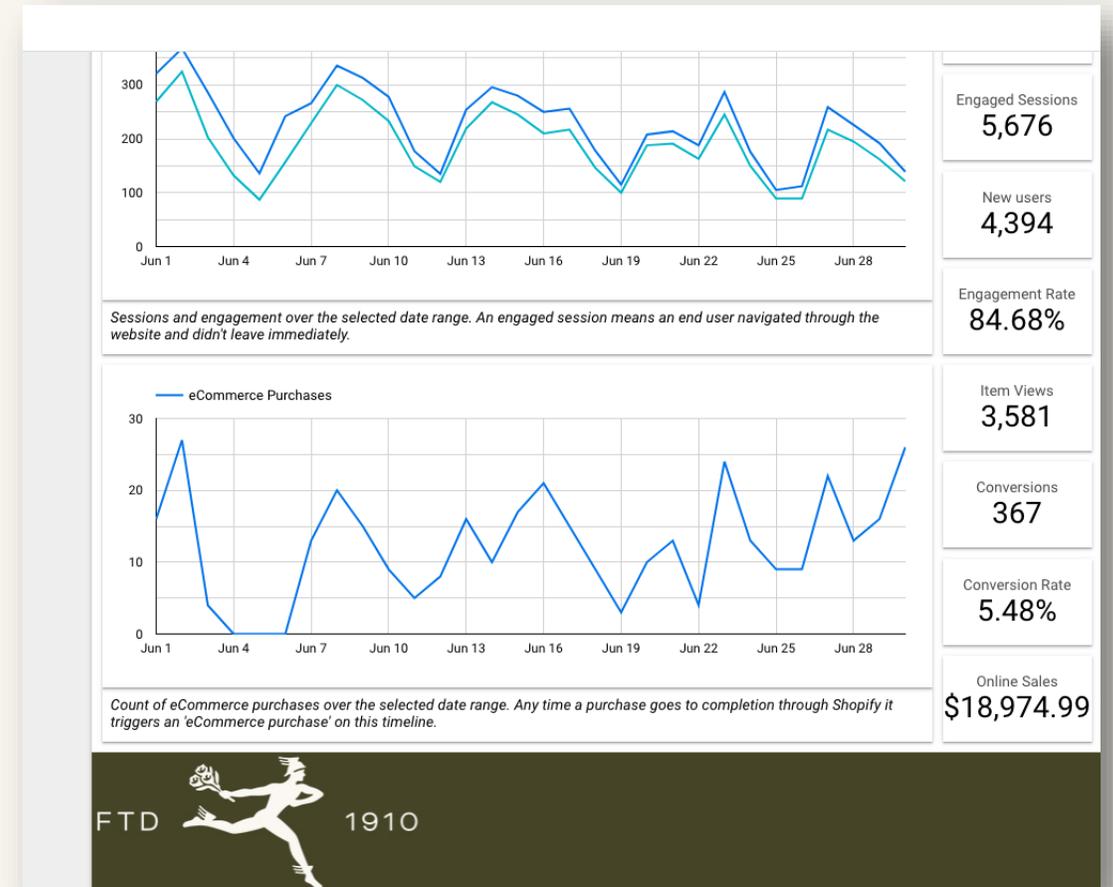


DIVING INTO ANALYTICS

What does tracking look like for you?



OR



	A	B	C	D
1	SOLUTION	IMPRESSIONS	CLICKS	CTR%
2	Search	108,547	4,638	4.27%
3	Display	246,199	641	0.26%
4	Retargeting	171,547	155	0.09%
5	Social Ads	283,579	2,425	0.86%
6	CTV	97,095	-	-
7	YouTube	151,385	222	0.15%
8	Branded Content	393,672	37	2%
9	TOTAL	1,451,934	8,118	0.56%

IS YOUR REPORTING WORKING FOR YOU?



- Do you have an easy-to-understand reporting dashboard?
- Do you know which marketing investments are working best?
- Do you lack easy ways to keep track of new leads?
- Do team members inconsistently follow up with prospects?

62%
of SMBs don't
know if their
marketing works.

FTD



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