

Course 27



Get Going Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy 

GoDaddy Pro PPlus Partner ★★★★★ Rating.

This course will cover:

How to Set Marketing Metrics and Milestones

- Why are metrics and milestones important?
- How do you define activity metrics and milestones?
- How to set marketing metrics and milestones?
- What marketing metrics you should report on?
- Why is reporting ROI (return on investment) important?
- How do calculate and deliver ROI reporting?

 **WHY ARE METRICS
AND MILESTONES
IMPORTANT?**

**METRICS AND MILESTONES
MAKE IT EASIER TO KNOW IF
YOU'RE ON THE **RIGHT TRACK**
TO YOUR GOALS.**



**HOW DO YOU DEFINE
ACTIVITY METRICS AND
MILESTONES?**

STEPS TO DEFINING ACTIVITY METRICS AND MILESTONES

1. Identify activity metrics that matter
2. List out your 30-90 day milestones and quick wins

THE BEST WAY TO DETERMINE
ACTIVITY METRICS THAT'LL
HELP YOU REACH YOUR GOALS
IS TO **WORK BACKWARDS.**

TO HIT YOUR GOALS

- How many final presentations do you need to deliver?
- How many exploratory calls do you need?
- How many leads do you need?

Determine the **marketing and sales numbers**

This is necessary for defining activities. Work backwards, starting with your revenue goal, then move to the marketing lead goal.

Funnel Stage	Quantity
Website Visitors	3200
Leads	1600
MQLs	800
SQLs	400
Opportunities	200
Customers	100

Revenue Goal	
Revenue Goal	\$100,000
Average Deal Size	÷ \$1000
Customers	100
In this example: Timeframe: 1 year Conversion rate between stages: 50%	



Use these figures as **guidelines.**

Milestones are significant outcomes you hope to achieve on your way to your annual goals.

Quick wins are activities your business can do immediately to see results.

Annual goals are great, but alone, they're easy to **mentally delay.**

12 MONTH SALES GOALS ([help](#))

# of new retainers:	
Avg retainer size:	
# of projects/other:	
Avg size:	
<u>Additional Comments</u>	

IN TERMS OF
MOTIVATION, QUICK
WINS ARE ESSENTIAL



HOW TO SET MARKETING METRICS AND MILESTONES?

SETTING MARKETING METRIC AND MILESTONES **BEST PRACTICES**

- Establish benchmarks.
- Identify key metrics.
- Check progress often.
- Calculate results.

WHAT IS A **BENCHMARK**?

A benchmark is a standard or point of reference against which things may be assessed or compared.

HOW TO IDENTIFY A KEY METRIC

- What marketing metrics am I trying to impact?
- How can I increase visitors, leads, contacts, and customers?
- How can I improve the conversion and close rate?
- What marketing action is going to affect the results?



Check your progress on a **weekly basis**.
Tracking your progress enables you to make adjustments along the way.



Calculate your results to see if your efforts paid off.



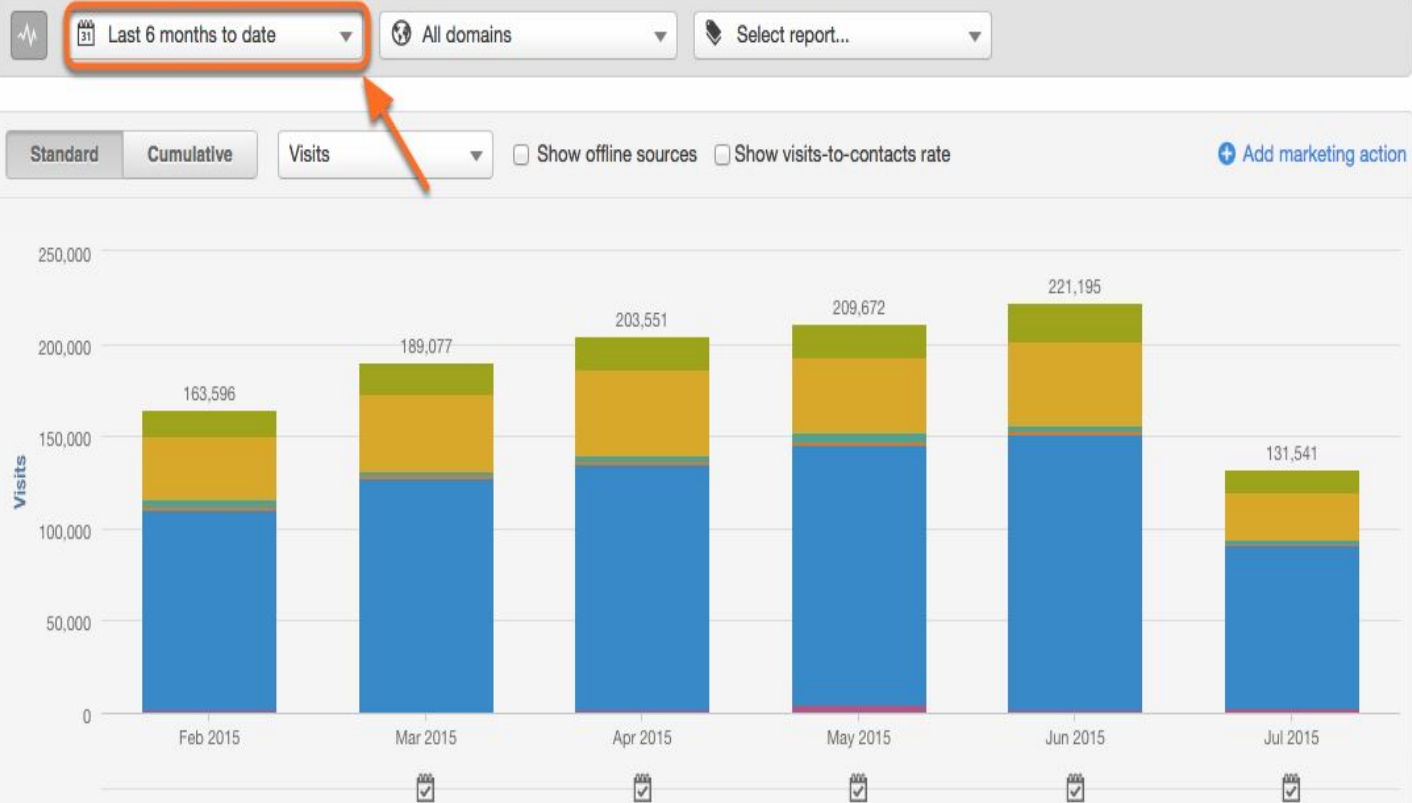
**WHAT MARKETING
METRICS YOU SHOULD
REPORT ON?**



A sources tool is your **website compass**.

It will help guide your marketing efforts so that you know what's working and what's not.

Sources [User Guide](#)



Define **time range**.

Sources [User Guide](#)



Last 6 months to date

All domains

Select report...

Standard

Cumulative

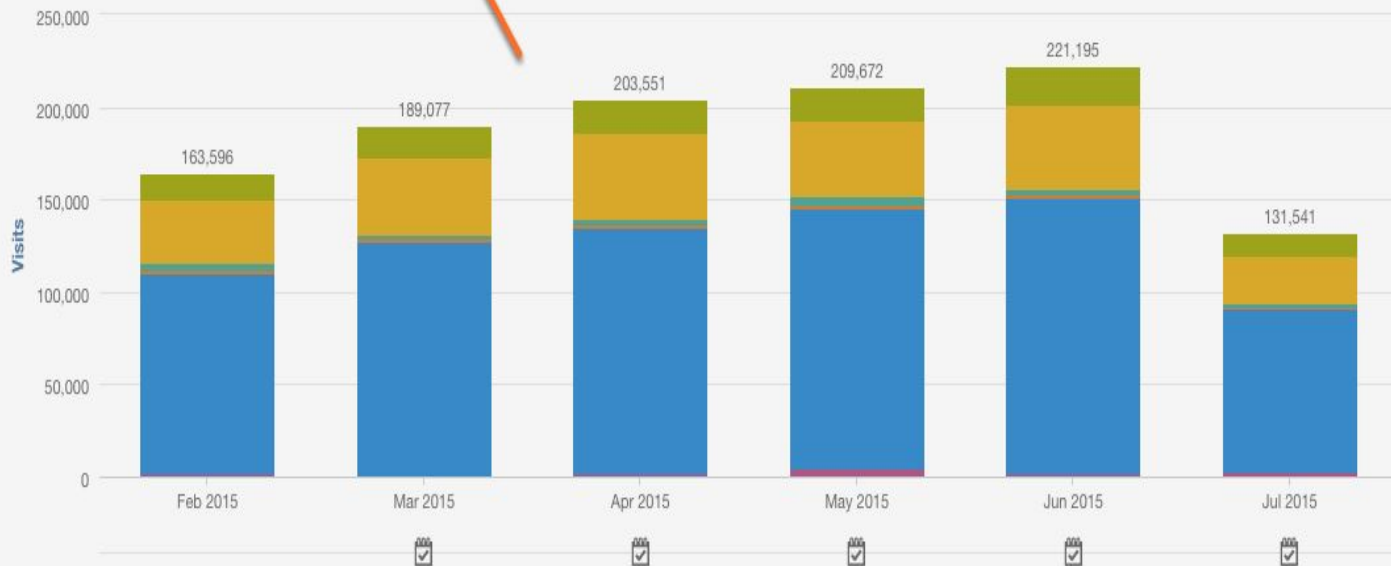
Visits



☐ Show offline sources

☐ Show visits-to-contacts rate









[+ Add marketing action](#)



Define **traffic type**.

You can choose from visits vs returning.

Define **traffic source**.

Source	Visits	%	Contacts	%	Customers	%	
 Organic Search Google, Bing, Yahoo, etc.	101,631	0.2%	217	0.0%	0	0.0%	
 Referrals Links on other sites	234,025	0.2%	382	0.0%	0	0.0%	
 Social Media Facebook, Twitter, Linked...	16,640	0.1%	16	0.0%	0	0.0%	
 Email Marketing Email links	11,522	0.6%	65	0.0%	0	0.0%	
 Paid Search Paid search advertisements	95	6.3%	6	0.0%	0	0.0%	
 Direct Traffic Manually entered URLs	746,095	0.1%	1,054	0.0%	0	0.0%	
 Other Campaigns Other sources	8,624	0.2%	19	0.0%	0	0.0%	
 Total	1,118,632	0.2%	1,759	0.0%	0	0.0%	

EMAIL MARKETING METRICS

- Emails Sent
- Emails Delivered
- Email Open Rate
- Email Click-Through Rate

CONTENT MARKETING METRICS

- Brand Awareness
- Engagement
- Lead Generation
- Customer Conversion and Sales
- Customer Loyalty and Retention
- Website Performance

Keywords Tool

Filter by persona-focused campaign, to point out the rise in relevant organic traffic, and the money saved on PPC.

Keywords

[Tutorial](#) [Tour](#)

Add keywords

[Reports home](#)[Sources](#)[Page performance](#)[Keywords](#)[Competitors](#)[Event analysis](#)[Reports settings](#)

84
Total Keywords

1,000
Keyword Limit

\$0.00
Estimated Savings

[Manage campaigns](#)
Choose topics that help you get more contacts and customers.

[Set your location](#)
Set country for calculating rank data.
Currently set to *United States*.

[Export these keywords](#)

3
Keywords Ranked in Top 3

4
Keywords Ranked in Top 10

0
Contacts from Organic Last 30 Days

22
Organic Traffic Last 30 Days

☐ Actions

All Keywords

From all campaigns

Search...

Sorted by: Created on

Showing: Monthly Searches

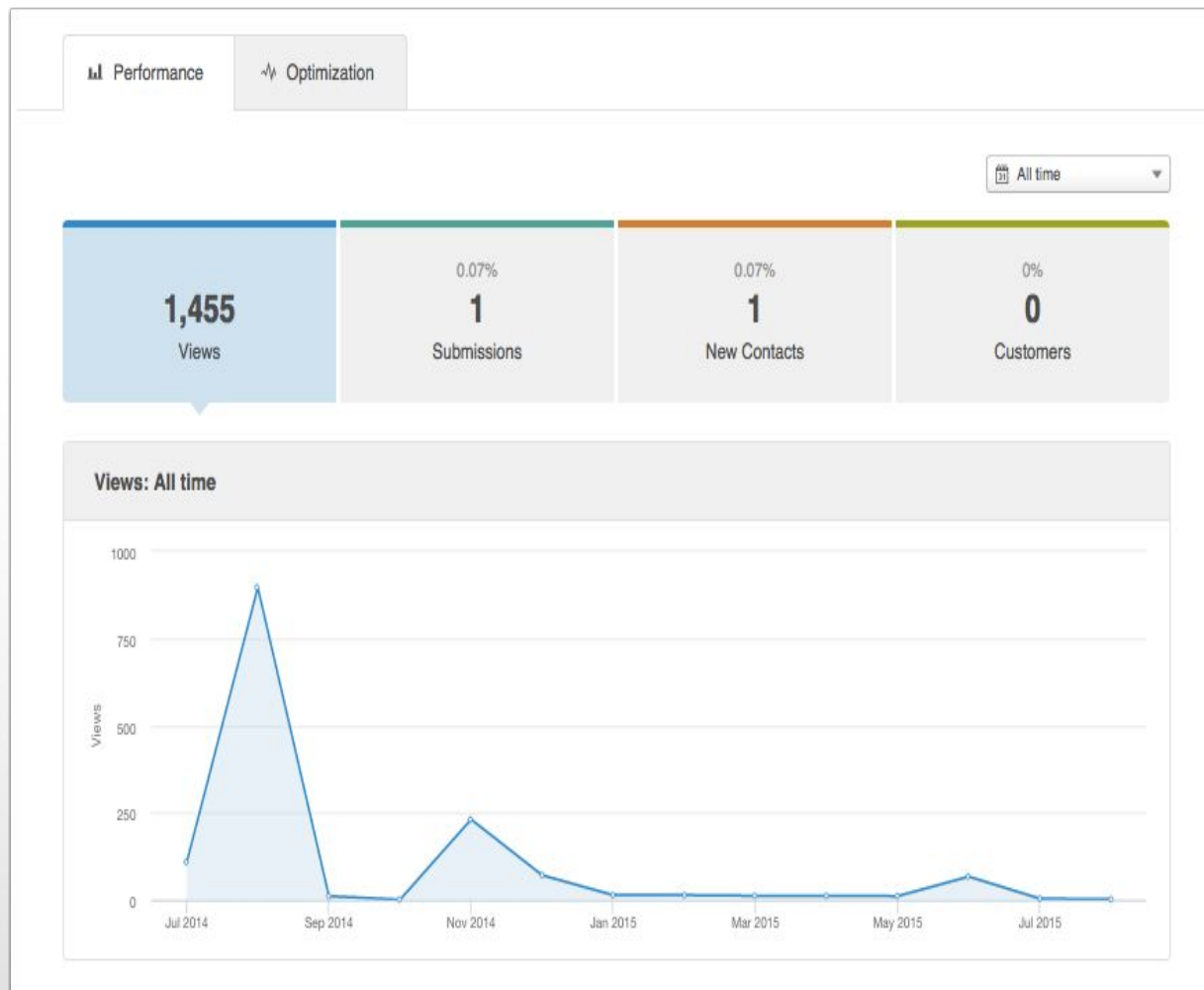
Rank

Difficulty

CPC







Campaigns

<input type="checkbox"/> adventure hiking Added Aug 12 2015	30	100+	64	\$5.75	1	⚙
<input type="checkbox"/> work adventure retreat Added Aug 12 2015	Low	100+	30	Low	1	⚙
<input type="checkbox"/> adventure office travel Added Aug 12 2015	Low	100+	24	Low	1	⚙
<input type="checkbox"/> blog Added Feb 24 2015	110,000	100+	99	\$2.08	0	⚙
<input type="checkbox"/> offsites Added Jan 22 2015	50	100+	78	\$3.88	0	⚙
<input type="checkbox"/> retreats Added Jan 22 2015	1,600	100+	76	\$2.33	0	⚙



All the blogs you wrote **converting?**

Report the impact of the content that delivered the **best qualified leads** and customers over a defined time period.

Source	Visits	%	Contacts	%	Customers	%
 Organic Search Google, Bing, Yahoo, etc.	120	11.7%	14	0.0%	0	0.0%
 Referrals Links on other sites	50	4.0%	2	50.0%	1	2.0%
 Social Media Facebook, Twitter, LinkedL...	185	11.4%	21	0.0%	0	0.0%
 Email Marketing Email links	30	20.0%	6	0.0%	0	0.0%
 Paid Search Paid search advertisements	32	0%	0	0.0%	0	0.0%
 Direct Traffic Manually entered URLs	232	3.4%	8	0.0%	0	0.0%
 Other Campaigns Other sources	47	40.4%	19	0.0%	0	0.0%
 Total	696	10.1%	70	2.9%	2	2.0%

Check on **social media** communications with the customers, post-sale.

Social Media

Compose a m

Interacting as

BIGLYTICS

Stream:

Mentions of #bigdata

Create stream

Filter



Gem Enderson
@ghenderson1



Great find: Big Data Analytics Buyers Guide For Telecom Companies via @BIGlytics
<https://biglytics.com/ebook/buyers-guide-telecom> #bigdata

Reply



Patrick Smith
@psmithsocial



Does anyone know of any case studies on companies using @BIGlytics? Want 2 see how other use big data. #bigdata

Reply



Jim Fitzgerald
@fitzmarketing
FOLLOWS YOU



What Marketers Need to Know About #bigdata
<http://fitzmarketing.com/blog/marketers-big-data>

Reply



Rob Marks
@DataGuyRM
FOLLOWS YOU



Nice getting-started guide from @BIGlytics: Manufacturing Big Data 101 (ebook)
<https://biglytics.com/ebook/big-data-101#bigdata>

Reply



Katie O'Connor
@datagal1987
FOLLOWS YOU



What metrics are you using to measure your marketing campaigns?
#analytics #marketing #bigdata

Reply



Robert McKay
@MetricsM14



Nice post from @BIGlytics: Consider These Factors When Buying Manufacturing Big Data Analytics
<https://biglytics.com/ebook/buying-big-data> #bigdata

Reply



Take time to think **critically** about key metrics.
This will make analyzing your results even easier.

 **WHY IS REPORTING
ROI IMPORTANT?**

Take a snapshot of where your business was before you start making any changes.

Recognize these numbers early so you
can **prove your ROI** sooner.





**HOW DO CALCULATE
AND REPORT ROI?**

Convert Contacts



Keywords

[Create New](#) | [Associate](#)

Target specific keywords with your campaign so you can get found organically.



Landing Pages

[Create New](#) | [Associate](#)

In this step you can create the landing and thank you pages that will present a platform for your offer.

Promote Campaign



Emails

[Create New](#) | [Associate](#)

Build a marketing email aligned with your landing page so you can promote the offer to your existing contacts.



Calls-to-action

1

[Create New](#) | [Associate](#)

11,751

CTA views

268

CTA clicks

0

Submissions



Blog Posts

[Create New](#) | [Associate](#)

Feature your campaign as a blog post with a call-to-action for your marketing offer.



Site Pages

[Create New](#) | [Associate](#)

Publish campaign materials on a site page for more SEO benefits.



Social messages

11

[Create New](#) | [Associate](#)

0

Facebook clicks

41

Twitter clicks

0

LinkedIn clicks



Pay-per-click

2

[Create Tracking URL](#)

4

Visits

0

Contacts

0

Customers



Other sources

34

[Create Tracking URL](#)

11,236

Visits

41

Contacts

10

Customers

Start with **the numbers.**

Numbers prove the value of the work that your doing.

How to calculate ROI?

$$\frac{(\text{\$Additional Sales Made} - \text{\$Invested In the Campaign})}{\text{\$Invested in the Campaign}} \times 100 = \text{ROI}$$

Example calculation of ROI.

$$\frac{(\$1000 - \$100)}{\$100} \times 100 = 900\%$$

The **numbers** will
guide you to the story.

The **story** will guide
you to the proper
conversation.

**KEEP THE MONTHLY ROI
MEETINGS TO 30 MINUTES.**



Have deeper quarterly review meetings.



Course 27
Completed.
Now take the
next course.

Getting Started Courses

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

Website Courses

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

Content Marketing Courses

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

Content Promotion Courses

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

Email Marketing Courses

20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

Get Going Courses

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

The End.

**If you liked it, please
share it.**



- GoDaddy Pro PLus Partner ★★★★★ rating.

THANK YOU.