

# Why Measure?

Using measurement to build  
marketing success

Presented by:



# Measurement is about management

*You can't manage what you  
don't measure*

Too often marketing fails because it isn't measured and therefore can't be managed. Imagine taking an trip in car without a fuel gauge. As the trip progresses, key information like how much gas has been used and how much remains becomes overshadowed by greater concern: will you reach your destination?

Good management is about getting to your destination, and by measuring your marketing efforts, you gain a "gauge" to manage your marketing programs.

# Adjust your marketing for greater impact

Back to our car – what if it is also missing a speedometer? Key issues of timing are nearly impossible to manage. Your ability to arrive at your goal quickly *and* efficiently is hampered by your lack of information to control your speed. If you aren't measuring your marketing efforts, you are driving a car without a speedometer or a gas gauge.



By monitoring your marketing efforts, you have the information to take control, making timely adjustments to maximize your campaign's impact.

# Measurement helps goal setting

The more concrete a goal, the better your chance for success. Imagine a goal of “increasing sales by bringing more visitors to our web site.” How many more visitors? One, ten, one hundred? How might it impact revenue?

With measurement in place you have the ability to use more specific information to set and define your goals.

## For example:

By tracking web site visitors and their and relating the visit to what was eventually purchased, you gain a way to track important metrics like campaign ROI and internal metrics like conversion (or win) rate.

Measurement not only helps you set realistic and concrete goals, but it allows you to effectively communicate both internally and externally.

# Who should be measuring?

Any business that is investing time or resources in digital media – web sites, online advertising or social media – should be capturing the results of their efforts.

Measurement programs shouldn't be limited to the digital world. Creative use of web addresses or promotion codes can provide great visibility into “off-line” advertising efforts.

## Take Note

Even if you are “just investing sweat equity” by managing digital or social campaigns yourself, there's still a significant cost – your time and attention.

Anything that is created online, and most things that are “offline” can and should be measured.

# What should be measured?

Don't ignore the basics – tracking information like the number of visits is essential to building any measurement model. Your visitors are your audience. But audience alone isn't enough, the key to success is measuring how they contribute to your bottom line.

## Take Note

Be wary of social media advice that suggests your primary goal should be collecting “friends” or “followers.” While the raw numbers may seem impressive, it's those in your audience who are interested and willing to take action that truly measures success.

An audience that doesn't commit by making a purchase or signing up for your service isn't very valuable, and your marketing efforts are at risk of being wasted. **Only by tracking conversions can you relate activity to revenue.**

# Measuring what's important

From the time someone clicks your ad, or visits your web site to the time you "close the deal," what's happening? Along the path from the beginning to end there should be a number of smaller events, commonly referred to as conversions. Each conversion event moves a prospect along the path toward your ultimate goal, whether it's a sale or a newsletter sign up.

## For example:

Visitors to your web site take a number of small steps prior to the ultimate conversion event.

These small steps or "micro conversions," like clicking on a product information link, can be tracked and provide useful information on exactly where your prospects might be leaving the path to your desired event.

Conversion paths are the link between your audience and your bottom line. By tracking conversions you are able to map your marketing in to revenue or profit.

# Where should you be measuring?

In general, anywhere where you can figure out how to capture accurate data.

Offline advertising can be measured through use of a specific web address like “www.mysite.com\greatdeal”

If significant traffic arrives at your site from another web site, you need to establish linkages between the sites (see the example to the right)

If a piece of your business occurs off-line, like phone-in orders, you should consider establishing a link between the offline world and your order system.

## For example:

Facebook “fan” pages only provide basic information on page visits. By using web address “tagging” you can determine just what percentage of your web site visitors arrive from that Facebook page.

If you are using conversion tracking, you can even assign a monetary value to visitors arriving from Facebook.

By capturing the source of the order or lead either in an online system or through simple lead tracking slips, you collect valuable data that can help you evaluate the effectiveness of your marketing.

# How to get started

Google offers a free service for tracking online activity on web sites, Google Analytics. Simple yet powerful, it is a great way for anyone to get started in digital measurement. Google Analytics tracking does require some specialized code to be added to your web site, but most web administrators can easily add the code.

More information:

[Google Analytics](#)

[Google Conversion University](#)

[Google Analytics Videos](#)

Setting up basic tracking provides you with information to better manage your marketing success. Once tracking is set up, you can move to the next level of management – conversion tracking.

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For more information about measurement or  
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