



Key Performance Indicators for a Digital Brand Officer:

1. Brand Awareness Metrics:

- Social Media Reach: Measure the total number of followers, impressions, and engagements across different social media platforms.
- Website Traffic: Track the number of unique visitors, page views, and session duration on the company's website.
- Brand Mentions: Monitor the frequency and sentiment of brand mentions across various online channels.

2. Community Engagement:

- Social Media Engagement Rate: Calculate the percentage of likes, comments, and shares relative to the total number of followers or impressions.
- Community Growth: Monitor the growth rate of the company's online community
- User-generated Content: Measure the volume and quality of UGC generated by the community

3. Content Performance:

- Content Reach: Assess the reach and engagement of digital content such as blog posts, videos, and livestreams.
- Content Conversion Rate: Track the percentage of users who take desired actions after consuming content (e.g., signing up for a newsletter, downloading a demo).
- Content Quality: Evaluate the relevance, creativity, and alignment with brand values of the content produced.

4. Brand Perception:

- Brand Sentiment Analysis: Use sentiment analysis tools to gauge public sentiment towards the brand.
- Brand Loyalty: Measure customer retention rates, repeat purchases, and advocacy behavior (e.g., referrals, positive reviews).
- Competitive Analysis: Compare the company's brand perception metrics with those of key competitors.

5. Partnerships and Influencer Collaborations:

- Partnership Impact: Evaluate the effectiveness of brand partnerships and collaborations in reaching target audiences.
- Influencer Reach and Engagement: Track the reach, engagement, and impact of influencer campaigns on brand awareness and perception.
- ROI of Partnerships: Assess the return on investment of partnership and influencer marketing initiatives.

6. Marketing and Advertising Effectiveness:

- Digital Ad Performance: Measure the performance of digital advertising campaigns in terms of impressions, clicks, and conversions.
- Cost per Acquisition: Calculate the average cost of acquiring a new customer through digital marketing efforts.
- Marketing Attribution: Attribute conversions and sales to specific marketing channels and campaigns to optimize marketing spend.



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7. Brand Health and Reputation:

- **Brand Health Index:** Develop a composite index that combines various brand metrics to assess overall brand health.
- **Crisis Management:** Monitor and respond to potential brand crises or reputation threats in a timely manner.
- **Customer Feedback and Surveys:** Gather feedback from customers through surveys and feedback forms to understand their perceptions and satisfaction levels.