



# Key Performance Indicators

Worksheet



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Draft three KPIs for your selected business based on your SMART goal for your selected business

→ 1

**Social Media Engagement Rate:** This KPI calculates the level of engagement (likes, comments, shares, etc.) your social media posts receive relative to the number of followers you have. Monitoring your social media engagement rate helps gauge the impact and resonance of your content, indicating how well your posts connect with your audience and

→ 2

**Website Conversion Rate:** This KPI measures the percentage of website visitors who take a desired action, such as making a purchase or signing up for your newsletter. Tracking your website conversion rate will help you assess the effectiveness of your website in converting visitors into customers, allowing you to optimize your online presence and user experience.

→ 3

**Customer Satisfaction Score (CSAT):** CSAT measures customer satisfaction based on post-purchase feedback or surveys. By collecting feedback from customers about their experience with your products and services, you can gauge their overall satisfaction and identify areas for improvement. A higher CSAT score indicates positive customer experiences and loyalty.

