**6MMCS002**

**Digital Marketing, Social Media and Web Analytics**

**Tutorial Week 10: KPIs**

If you have not done that, make sure you finish all the exercise form the previous week (week 9)

**A.**

The last task of the second coursework is about KPIs. Before you start working on this section, make sure you understand what a KPI is and how we define a KPI. Read the following articles.

1) For the coursework you must create your own KPIs. In the following articles you could find examples of KPIs and KPI software (get some ideas…):

<https://www.clearpointstrategy.com/18-key-performance-indicators/>

<https://www.klipfolio.com/resources/kpi-examples>

2) Metrics – Analytics – KPIs:

<https://www.hipb2b.com/blog/metrics-analytics-and-kpis-whats-the-difference/>

**B.**

Work / questions on the coursework.