

Marketing Data and Technology



Draw Insights from
Marketing Data



Part One: Setting Goals



Identify Key Business Objectives

Key Business Objective: A defined goal or outcome used to plan the desired direction of your company. Write at least 3 but no more than 5 business objectives that support your business model. Each objective should be SMART.

1	<p><i>Key Business Objective 1 (required)</i></p> <p>Increase Client Acquisition by 20% in the Next Quarter: Specific: Acquire new clients for digital marketing services. Measurable: Increase the number of clients by 20%. Achievable: Develop targeted marketing campaigns and outreach strategies. Relevant: Aligns with the growth goals of the freelance practice. Time-bound: Achieve the goal within the next quarter.</p>
2	<p><i>Key Business Objective 2 (required)</i></p> <p>Improve Customer Retention Rate to 80% Within Six Months: Specific: Enhance the satisfaction and loyalty of existing clients. Measurable: Increase the customer retention rate to 80%. Achievable: Implement customer feedback mechanisms and improve service quality. Relevant: Retaining clients is cost-effective and builds long-term relationships. Time-bound: Achieve the goal within the next six months.</p>
3	<p><i>Key Business Objective 3 (required)</i></p> <p>Expand Service Offerings to Include Social Media Management by the End of the Year: Specific: Diversify services by adding social media management. Measurable: Successfully launch and manage social media services. Achievable: Hire or train resources with social media expertise. Relevant: Responds to the evolving needs of clients in the digital marketing landscape. Time-bound: Implement social media management services by the end of the year.</p>
4	
5	



Identify Key Performance Indicators

Key Performance Indicator (KPI): A quantifiable metric used to determine how effectively your key business objectives are being met. Ensure that the specific metric is clearly identified.

1	<i>Key Performance Indicator 1 for Key Business Objective 1 (required)</i> Number of New Clients Acquired: Track the actual number of new clients acquired during the quarter.
2	<i>Key Performance Indicator 2 for Key Business Objective 2 (required)</i> Customer Retention Rate: Measure the percentage of existing clients retained over a six-month period.
3	<i>Key Performance Indicator 3 for Key Business Objective 3 (required)</i> Successful Service Launch: Monitor the successful launch and implementation of social media management services.
4	<i>Key Performance Indicator 4 for Key Business Objective 4 (optional)</i>
5	<i>Key Performance Indicator 5 for Key Business Objective 5 (optional)</i>



Part Two: A/B Testing Proposal



A/B Testing Proposal: KPI, Variable, and Hypothesis

KPI used as the basis for an A/B Test:

Copy the KPI from part 1 here.

KPI: Conversion Rate (Increase Client Acquisition by 20% in the Next Quarter)

Identify a variable that will have an impact on the KPI and metric

Insert the variable chosen for the A/B test here.

Variable to Test: Call-to-Action (CTA) Button Color

Determine a hypothesis for your A/B Test. Your hypothesis should include the variable you are testing and your predicted outcome.

Insert the hypothesis for the A/B test here.

I hypothesize that changing the color of the call-to-action (CTA) button on the website will have a significant impact on the conversion rate. Specifically, I expect that changing the CTA button color to a more visually striking color (e.g., from blue to orange) will lead to a higher conversion rate. The hypothesis is based on the psychological impact of color on user behavior, where a more noticeable CTA button may attract more attention and prompt users to take the desired action of filling out the contact form.

A/B Testing Proposal: Testing Process

Describe the steps you would take to perform the A/B test.

Insert a general description of the steps you would take to perform the A/B test.

Segmentation: Randomly divide the website visitors into two groups - Group A and Group B.

Control Group (A): Maintain the existing blue CTA button color for Group A.

Variation Group (B): Change the CTA button color to orange for Group B.

Implement and Monitor: Implement the changes on the website and closely monitor the performance of both groups during the defined test period (e.g., two weeks).

Data Collection: Collect data on the number of visitors, the number of visitors who click the CTA button, and the number of completed contact forms for both groups.

Describe how you would determine the results of the A/B test.

Insert a general description of how you would determine the results, including the metrics that you would look at.

Statistical Analysis: Use statistical analysis tools to compare the conversion rates between Group A and Group B.

Calculate P-Value: Calculate the p-value to determine the statistical significance of the results. A low p-value (typically ≤ 0.05) suggests that the difference in conversion rates is not due to chance.

Interpret Results: If the p-value is significant, evaluate the magnitude of the difference in conversion rates between the two groups.

Draw Conclusions: Based on the analysis, draw conclusions about whether changing the CTA button color has a significant impact on the conversion rate.

Decision Making: If the new color leads to a statistically significant and meaningful improvement in conversion rate, consider implementing it permanently on the website. If not, retain the original color or explore other variables for testing.



Part Three: Data Exploration

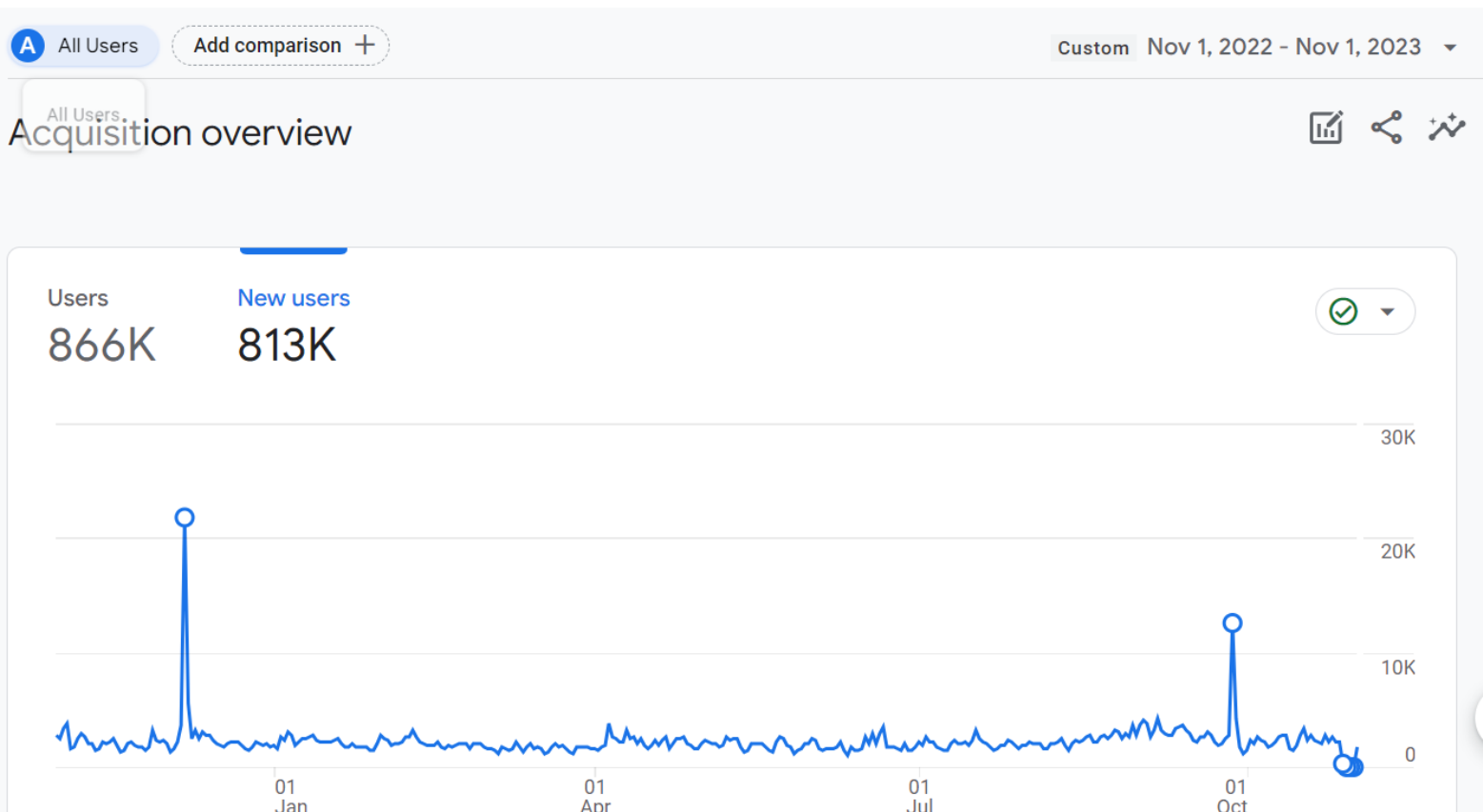


Reports Snapshot

From the Reports Snapshot, select a twelve month time period you would like to explore.

Ensure that the following are visible in the screenshot:

- Timeframe
- New users
- Axis values





Reports Snapshot

Which month had the most new users, and which month had the fewest new users?

Most: 12/2022 Fewest: 10/2023

Do you have any ideas why certain trends are associated with these specific months?

Possibly the holidays

Insert your notes about the screenshot on the previous page here.

There was a huge anomaly, a spike in new users on 12/7/2022.

There was a drop in new users in 10/2022.



User Tech

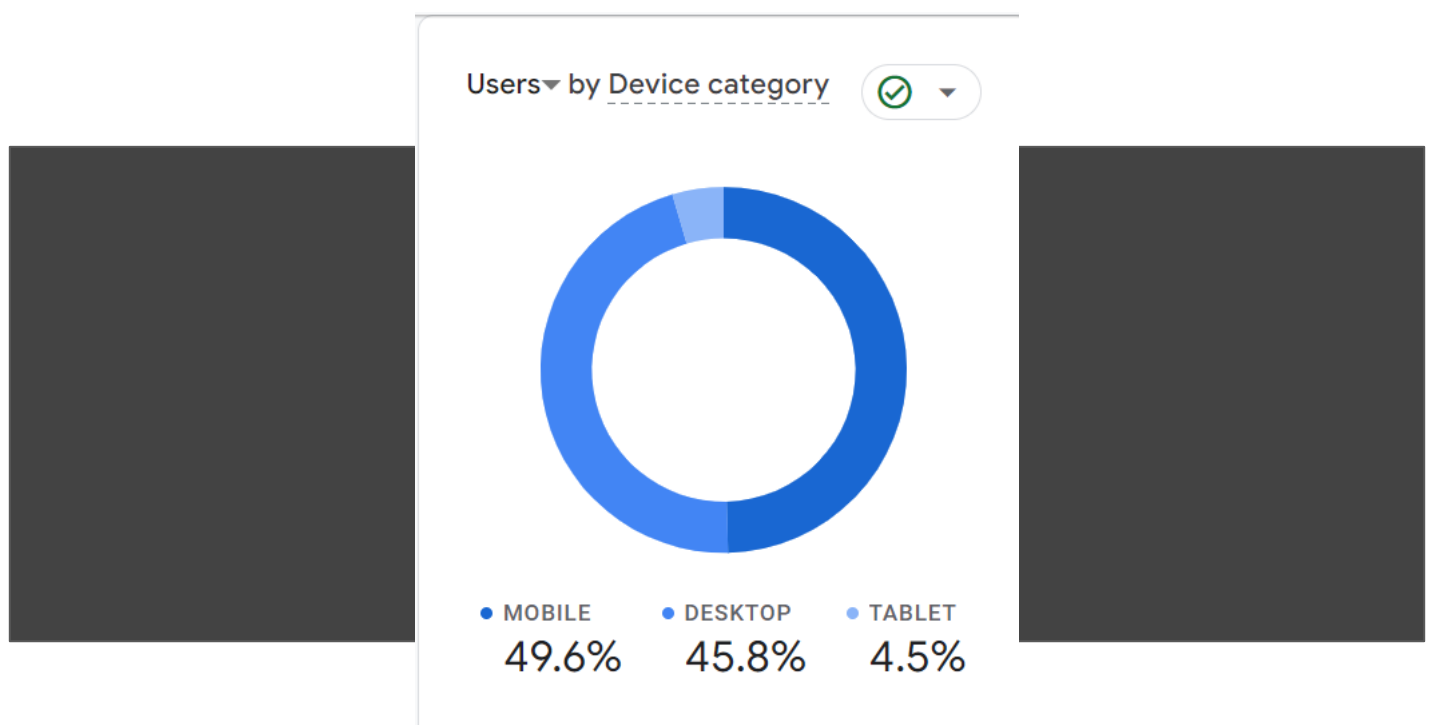
Please go into the User → Tech → Tech overview report for the following:

For the twelve month period you've chosen, provide a screenshot showing percentage chart (donut charts) of All Users that came from mobile, desktop, and tablet devices.

Ensure that the following are visible in the screenshot:

- Device Category
- Donut chart showing % breakdown by device

Note that the time frame selected does not need to be visible in the screenshot..





User Acquisition

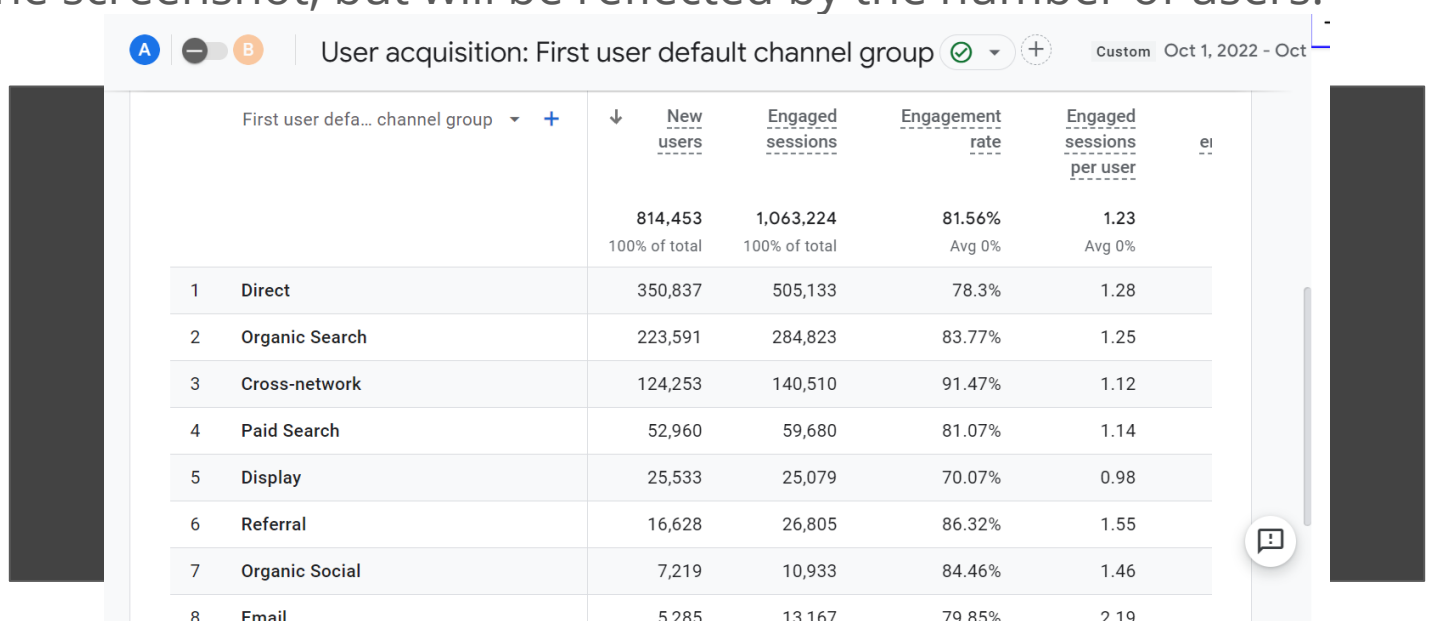
For this section, if you are using your own business's Google Analytics data but do not have eCommerce capabilities established, please use the Google Analytics demo data provided from the Google Merchandise store.

Take a screenshot that shows the Engagement rate of the different acquisition channels over a 12 month period.

Ensure that the following are visible in the screenshot:

- Channel group
- Users
- Engagement Rate

Note that the time frame selected does not need to be visible in the screenshot, but will be reflected by the number of users.



The screenshot displays the Google Analytics 'User acquisition' report. The top navigation bar shows 'User acquisition: First user default channel group' with a dropdown arrow and a '+' icon. To the right, it says 'Custom Oct 1, 2022 - Oct'. Below this, a table lists acquisition channels with columns for 'New users', 'Engaged sessions', 'Engagement rate', and 'Engaged sessions per user'. The table includes a summary row for the 'First user default channel group' and a list of 8 specific channels: Direct, Organic Search, Cross-network, Paid Search, Display, Referral, Organic Social, and Email. Each row shows the corresponding numerical values for these metrics.

First user default channel group		New users	Engaged sessions	Engagement rate	Engaged sessions per user
		814,453	1,063,224	81.56%	1.23
		100% of total	100% of total	Avg 0%	Avg 0%
1	Direct	350,837	505,133	78.3%	1.28
2	Organic Search	223,591	284,823	83.77%	1.25
3	Cross-network	124,253	140,510	91.47%	1.12
4	Paid Search	52,960	59,680	81.07%	1.14
5	Display	25,533	25,079	70.07%	0.98
6	Referral	16,628	26,805	86.32%	1.55
7	Organic Social	7,219	10,933	84.46%	1.46
8	Email	5,285	13,167	79.85%	2.19



User Acquisition

During the twelve month period you've selected, which channel groups had the highest and lowest engagement rates and the highest and lowest total revenue?

Direct and organic search had the highest engagement rates. Referral and organic social had the lowest. Email had the highest revenue and CPC the lowest.

What do these metrics mean, based on your experience?

People were engaging more who found the site through search. The ones who arrived at the site via email marketing spent the most. People who found the site and through organic social media advertising converted the least and the cpc customers spent the least.

Insert your notes about the screenshot on the previous page here.



Monetization

For this section, if you are using your own business's Google Analytics data but do not have eCommerce capabilities established, please use the Google Analytics demo data provided from the Google Merchandise store.

During the twelve month period you've selected, provide a screenshot that shows the Item name that contributed the highest number of unique purchases and the item name that was responsible for the largest percentage of revenue? (Screenshot(s) only; no annotation required.)

Ensure that the following are visible in the screenshot:

- Item names
- Number of items purchased
- Item revenue

The screenshot displays the Google Analytics 'Ecommerce purchases: Item name' report for the period Oct 1, 2022 - Oct 1, 2023. The report is filtered by 'Ecommerce purchases: Item name' and shows a summary table with columns for Item name, Items viewed, Items added to cart, Items purchased, and Item revenue. The top item is 'Google Campus Bike' with 24,932 views, 20,244 items added to cart, 547 items purchased, and \$24,324.60 in revenue. The second item is 'Chrome Dino Collectible Figurines' with 15,203 views, 15,563 items added to cart, 295 items purchased, and \$8,148.00 in revenue. The third item is 'Super G Timbuk2 Recycled Backpack' with 14,742 views, 4,711 items added to cart, 341 items purchased, and \$34,875.00 in revenue. The fourth item is 'Google Eco Tee Black' with 12,856 views, 6,279 items added to cart, 0 items purchased, and \$0.00 in revenue. The fifth item is '(not set)' with 27,857 views, 0 items added to cart, 2 items purchased, and \$0.00 in revenue. The sixth item is 'Google Campus Bike' with 24,932 views, 20,244 items added to cart, 547 items purchased, and \$24,324.60 in revenue. The seventh item is 'Chrome Dino Collectible Figurines' with 15,203 views, 15,563 items added to cart, 295 items purchased, and \$8,148.00 in revenue. The eighth item is 'Super G Timbuk2 Recycled Backpack' with 14,742 views, 4,711 items added to cart, 341 items purchased, and \$34,875.00 in revenue. The ninth item is 'Google Eco Tee Black' with 12,856 views, 6,279 items added to cart, 0 items purchased, and \$0.00 in revenue. The tenth item is '(not set)' with 27,857 views, 0 items added to cart, 2 items purchased, and \$0.00 in revenue.

Ecommerce purchases: Item name				
Custom Oct 1, 2022 - Oct 1, 2023				
Search...				
Rows per page: 10 Go to: 1 1-10 of 706				
Item name	Items viewed	Items added to cart	Items purchased	Item revenue
	1,173,768 100% of total	164,149,883,720,359 100% of total	148,439 100% of total	\$2,109,304.09 100% of total
1 (not set)	27,857	0	2	\$0.00
2 Google Campus Bike	24,932	20,244	547	\$24,324.60
3 Chrome Dino Collectible Figurines	15,203	15,563	295	\$8,148.00
4 Super G Timbuk2 Recycled Backpack	14,742	4,711	341	\$34,875.00
5	14,308	0	0	\$0.00
6 Google Eco Tee Black	12,856	6,279	0	\$0.00



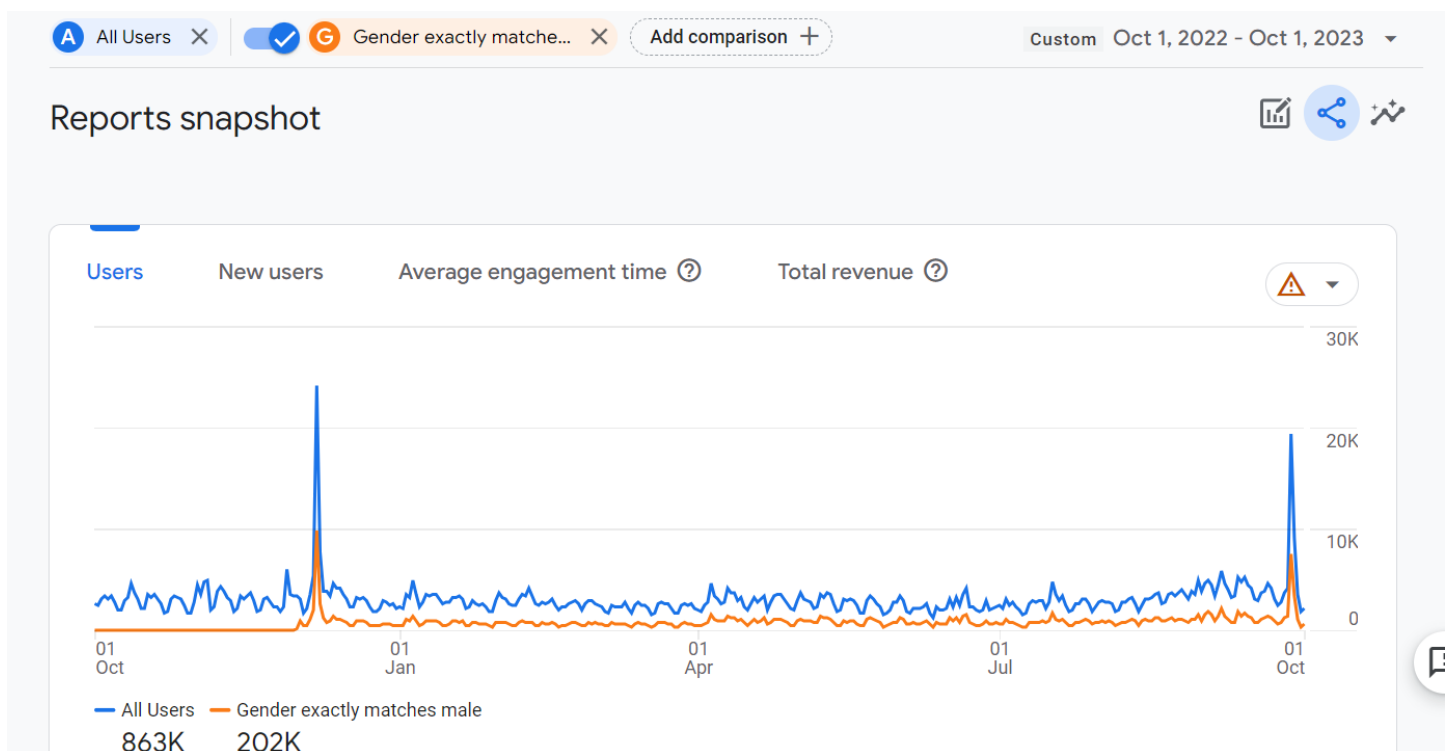
Part Four: Segmentation



Audience Segment: Demographics

Insert the screenshot of a view (such as the Reports snapshot) that includes a comparison of your chosen Audience Demographic segment and “All Users”.

Write down or include a screenshot of the values used to create the segment.

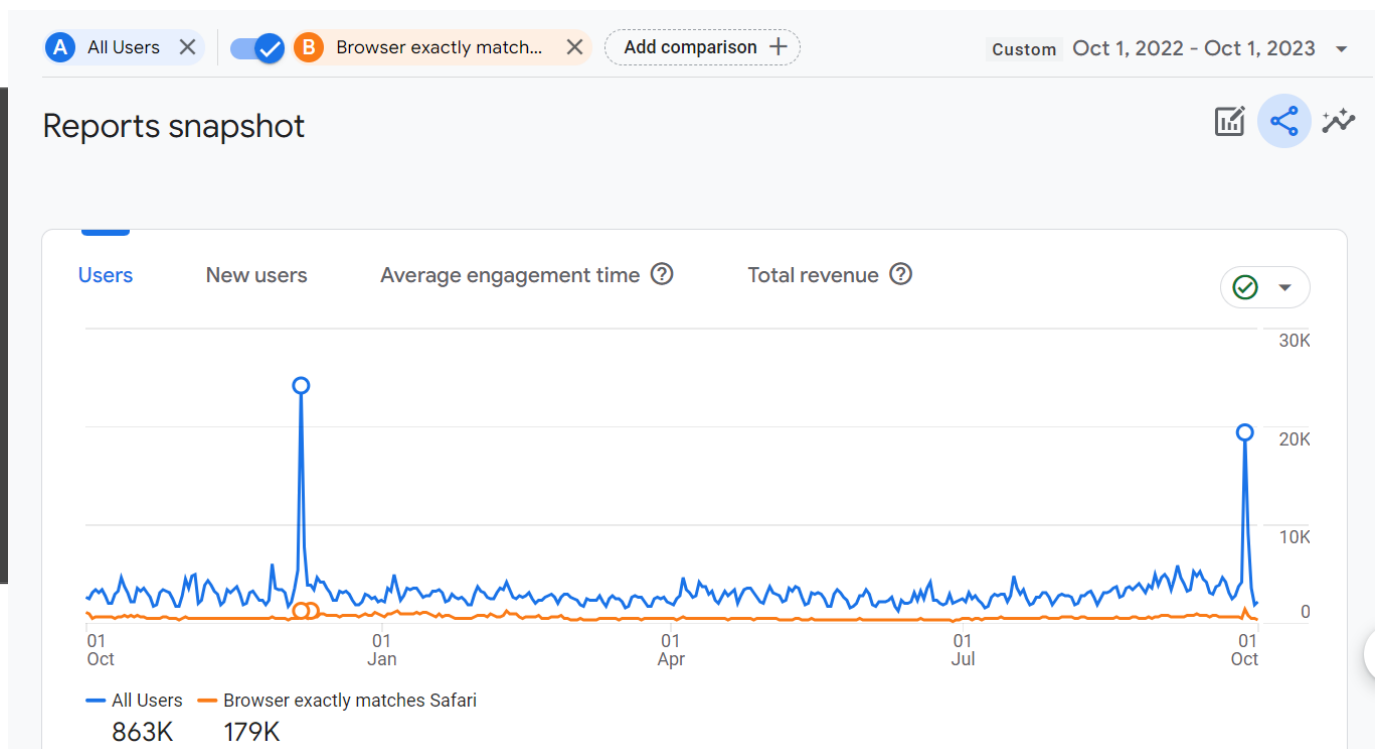




Audience Segment: Technology

Insert the screenshot of a view (such as the Reports snapshot) that includes a comparison of your chosen Technology segment and “All Users”.

Write down or include a screenshot of the values used to create the segment.





Part Five: Analysis and Suggestions



Analysis and Suggestions: Business Sales Growth

Analyze your existing marketing campaigns to grow your business. In order to complete this section using your own data, you must have the required data (Campaign, Cost, Revenue, ROAS) for a minimum of two campaigns. If you do not have at least two campaigns or are missing some of the necessary data, you can use the [2021 GSMM Solar YouTube Ad Sales Funnel Campaigns Pitch Deck](#) to answer this question. You are also welcome to add additional data beyond what is specified.

If using your own data, complete the following table adding rows as necessary. If using the provided GSMM Pitch Deck, delete the table.

Analysis and Suggestions: Business

Sales Growth

Based on the data and other information provided, how might the campaigns be realigned and improved to potentially achieve a 20% YOY sales growth? You can assume that the c\data will remain consistent over the projected time frame. Please reference specific data to support your answer like metrics and campaigns.

Include your response here. You may also include screenshots if desired.

To achieve a 20% Year-Over-Year (YOY) sales growth based on the provided data, we can explore adjustments and improvements in specific campaigns. Here are some recommendations:

1. ****Optimize In-Stream RT - Conversions Campaign:****
 - ****Strengths:**** This campaign has a high conversion rate (6.2%) and a relatively high Max Conv. value.
 - ****Recommendations:****
 - Allocate a higher budget to this campaign to further scale conversions.
 - Explore additional relevant keywords or audiences to target within the Real-Time bidding.
2. ****Maximize Conv - Solar Sales Calls - Custom Intent:****
 - ****Strengths:**** This campaign has a high Max Conv. value, indicating a potentially higher conversion value per customer.
 - ****Recommendations:****
 - Analyze the Custom Intent targeting to ensure it aligns with high-value prospects.
 - Optimize ad creatives and messaging to enhance relevance and click-through rates.
3. ****Solar Subscribers - Discovery Keywords - CPV:****
 - ****Challenges:**** This campaign has a relatively high cost per view (CPV) and a low conversion rate (4.8%).
 - ****Recommendations:****
 - Review and refine the keywords to improve relevance and reduce costs.
 - Test different ad creatives and messaging to enhance engagement and conversions.
4. ****In-Stream Solar Cheat Code Website and In-Stream Solar Exclusive Website:****
 - ****Challenges:**** While these campaigns have decent conversion costs, there's no information on revenue, making it challenging to assess their overall effectiveness.
 - ****Recommendations:****
 - Implement conversion tracking to measure the actual revenue generated by these campaigns.
 - Evaluate the user experience on the landing pages to ensure they are optimized for conversions.
5. ****Overall Strategy:****
 - ****Profitability Analysis:**** Assess the profitability of each campaign by factoring in both costs and revenues. Focus on campaigns that not only generate conversions but also contribute positively to the bottom line.
 - ****Scaling Successful Campaigns:**** Identify campaigns with high conversion rates and positive ROI and allocate more budget to scale these efforts.
 - ****Diversification:**** Consider diversifying channels or introducing new campaign types to reach untapped audiences.
 - ****Seasonality Consideration:**** If applicable, analyze whether there are seasonal trends and adjust budgets or strategies accordingly.



Analysis and Suggestions: eCommerce

Now you will evaluate the current state of eCommerce for your business and how it might be improved.

Looking at your website pages or the Google Merchandise store website and current eCommerce experience, identify one change to the eCommerce UX and one additional eCommerce option you would recommend implementing.

Example: One way to improve eCommerce capabilities would be to add the option of a digital wallet with the option to securely store and manage cards that have been used for payment, along with the option of using PayPal or ApplePay.

eCommerce UX Improvement: Implement a One-Page Checkout:

Change: Simplify the checkout process by incorporating a one-page checkout system. Instead of navigating through multiple pages, users can complete the entire purchase process on a single page.

Rationale: One-page checkout reduces friction and streamlines the user experience, making it more convenient and faster for customers to complete their purchases. This can lead to higher conversion rates and improved user satisfaction.

Additional eCommerce Option: Integrate Product Recommendations and Upselling:

Option: Implement a product recommendation engine and upselling features on product pages and the checkout page.

Rationale: By analyzing customer behavior and purchase history, the recommendation engine can suggest complementary or related products, encouraging customers to add more items to their cart. Additionally, incorporating upselling prompts during the checkout process can lead to increased order values.

Analysis and Suggestions: Technology



Now you will look at your existing technology stack and make recommendations for the future. This should include at least two additional technologies that are not currently utilized, one of which is a new emerging technology.

Current Tech Stack

Quickbooks	Storyblocks
Gusto	Paypal
Typeform	Calendly
Zapier	Adobe Premiere Pro
GoHighLevel	Final Cut Pro X
Storyblocks	Microsoft Office Suite
Screencastify	Manychat
VidIQ Pro	Twilio
AdZoola	iPhone 12 Pro
Bluehost	Macbook Pro 2017
WP Forms	
Google Workspace	
Google Search Console	
Google Analytics	
Deposit Photo	
Legal Zoom	
Hootsuite	
istockphoto	
Scop.io	

Recommendations for Two New Additions to the Tech Stack

Customer Relationship Management (CRM) Software: HubSpot
Recommendation: Consider integrating a CRM solution like HubSpot to enhance customer relationship management, lead tracking, and sales automation.

Rationale: A CRM system centralizes customer data, streamlines communication, and improves sales processes. HubSpot offers a comprehensive suite of tools for marketing, sales, and customer service, enabling you to manage customer interactions more effectively.

Emerging Technology: Artificial Intelligence (AI) Chatbots
Recommendation: Explore the implementation of AI-powered chatbots for customer support and engagement, leveraging platforms like Chatbot Platforms (e.g., Chatfuel, Dialogflow, or Microsoft Bot Framework).
Rationale: AI chatbots can provide instant responses to customer queries, offer personalized recommendations, and automate routine tasks. This emerging technology can enhance user engagement, improve customer satisfaction, and free up human resources for more complex tasks.