Objectives and Measurement of Interactive Marketing Communication

The company's mission is partially fulfilled after site creation and hosting. But with effective promotion techniques and vision creation, the company is able to attract visitors to the site. However, it is not enough to attract visitors; the company needs to bring in high quality customers to the site. This online marketing specialist develops online and offline promotion strategies, to create differentiation and awareness.

Integrated Internet Marketing Communications

The internet becomes more effective if it is integrated with other marketing communications of the company. The company has many channels through which it can communicate a clear and distinct message to its target customers. The key characteristics of integrated communications are as follows:

- Uniformity: all communications channels should be connected with each other.
- Consistency: all communications should be conveying the same message.
- Continuity: all communications over a period of time should be connected and same.
- Complementary: all communications channels should bring synergy to the whole marketing campaign

Objective for interactive marketing communications

The interactive marketing communication should be supporting overall marketing objectives of the company. However, the objectives of interactive marketing communications should be as below:

- Online and offline promotion techniques should be used to attract visitors to the website. This process is referred to as traffic building. However, this technique should be specific, measurable, actionable, relevant, and time-bound.

- The on-site communications should be able to deliver the message that builds a certain perception of the company. These messages should be relevant to the company's product and services.
- All marketing communications should be able to generate pre-determined online and offline sales.

Measurement

Measurement is an important aspect of marketing campaigns and other marketing activity. Measurement makes some people very nervous because it brings accountability into marketing activity. In fact, this step can be one of a marketer's best friends. If you don't measure the impact of your marketing efforts, you'll have no idea whether what you are doing is effective or not. On the other hand, if you do measure the impact, it will help you understand what is working, and where and how to improve your efforts. By nature, marketing is a dynamic field because markets change and people change. What works beautifully this year may be a complete flop next year, and vice versa.

Measurement–and the results or "metrics" this process collects–are like a compass that helps marketers adjust course so they can reach their goals more quickly and effectively.

Determine what to measure

Measure just to get numbers misses the whole point. It is necessary to determine the right things to measure first, if you want to get a picture related to what is happening. To do this, marketers usually go through the process of identifying KPIs (often called KPIs). The KPI is a measurable thing that indicates the organization's progress toward its business goals. The KPI is not the same as the actual goal or goal of a company; rather, it is something measurable that helps managers understand their progress toward the goal.

To understand the importance of KPIs, suppose you are a circuit coach who wants to capture data on runners on your team. You can measure all kinds of things related to athletes: the size of their shoes, the number of sweat cups they produce during a typical workout, how quickly their hearts beat during a race, etc. Will all of these measures be key performance indicators? Maybe not. You might decide that the key performance indicators for runners are their best operating time and average turnaround time (or something else).

In a company, KPIs can be determined for many different levels of the organization. These are described below:

- **Company-level KPIs** indicate the overall company performance on company-wide goals, in terms of total revenue, profitability, customer-satisfaction rating, market share, or percentage of growth in the customer base.
- **Department-level KPIs** track performance at the department level. For the marketing department, it might be brand awareness, the number of qualified new leads generated, cost per lead generated, or the conversion rate: the percentage of leads who are converted into customers.
- **Team-level KPIs** track the impact and effectiveness of a team's activities. A team focused on digital marketing, for example, might track KPIs such as email-marketing click rates, the number of Web-site visits, or SEO sales conversion rate: the percentage of individuals who come to the Web site via a search engine and result in a sale.
- **Campaign-level KPIs** track the impact of individual campaigns. By tracking similar metrics across multiple campaigns, it is easy to see which ones are most effective with target audiences and then use this information to refine tactics and replicate successful approaches. Campaign-level KPIs are somewhat dependent on the campaign design; for example, campaigns typically track the "open" rate: i.e., how many people open an email message once it is delivered. If a campaign doesn't use email, the open rate doesn't exist. However, there are some "common denominator" campaign metrics marketers can track across IMC activities to determine impact and progress. Cost per impression, impressions per campaign, and conversion rate are metrics that can be tracked for virtually any campaign.
- **Marketing tactic-level KPIs** track the effectiveness of individual marketing tactics and tools. For example, content-marketing KPIs track the effectiveness of individual content pieces used on a Web site and in IMC campaigns. These metrics, such as page views per

article and number of social media shares provide insight for marketers about which types of content are most popular with target customers and which content pieces get little interest.

Different companies select different sets of KPIs, depending on what they are trying to accomplish and the strategies they are pursuing to reach their goals. At any given level, it is important to limit the total number of KPIs to those that are most essential and indicative of progress. If too many things are measured, managers have trouble prioritizing and homing in on what is most important. In addition to KPIs–which represent key, strategic indicators of progress–a company may also track a variety of other metrics to inform its operations.