



TOP 10 TIPS:

Measuring & Monitoring Marketing Performance

- 1 Understand your current levels of visibility.** This will give you a baseline to measure against before you begin.
- 2 Evaluate your current offline marketing.** Know where customers are hearing about you and the effectiveness of each marketing initiative.
- 3 Measure the value generated by your Web site traffic.** Learn how much time they are spending on your site, the cost of each Web site visit and how many leads and purchases are being generated within the time period.
- 4 Measure your social media and blogging efforts.** Monitor the growth rate of people that are connected to your business and post to generate involvement and response.
- 5 Measure your e-mail initiatives.** Track the number of people that are subscribing, opening and clicking on links within the e-mail.
- 6 Use a database to help you track.** Include prospects, new customers, sales, online registrations and purchasing history.
- 7 Track each initiative independently.** This will let you know exactly what works for your business.
- 8 Make measurement a priority.** Dedicate a team member to build measurement into all marketing initiatives.
- 9 Measure the “soft” return, or secondary benefits.** Increased industry contacts, additional referral opportunities and increased customer feedback will also indicate that your marketing is making a difference.
- 10 Stay on top of changing trends and best practices.** These will have an impact on your opportunities for tracking and understanding campaign results.

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