



## 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 Website traffic.**  
Learn how much time they are spending on your site, the cost of each Website 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 email initiatives.** Track the number of people that are subscribing, opening and clicking on links within the email.
- 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.

## Want to learn more on this topic?

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