

How to measure marketing results

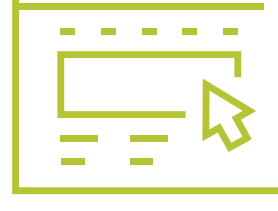
Leading Indicators:

Activities or incidences that help gauge whether you're on track. Provides an early warning system to anticipate results and adjust tactics as needed to improve the trend.

Lagging Indicators:

A result that becomes apparent only after a campaign has taken place. This determines the actual success of the campaign.

Digital



Leading:

- Impressions
- Clicks
- Click through rate (CTR)
- Cost per click (CPC)
- Post-impression activity

Tools:

- Google Analytics
- Alexa Competitive Analysis
- Google Ads, Bing Ads
- Nielsen Online Campaign Ratings

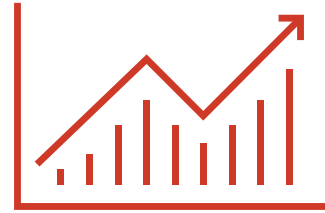
Lagging:

- Goal completions
- Cost per conversion
- View-through conversions

Tools:

- Google Analytics
- Google Ads, Bing Ads

Website Activity & SEO



Leading:

- Site traffic: page views, visitors, actions on page, etc
- SEO performance

Tools:

- Google Analytics, Google Search Console, Clicky - analyze website activity
- Piwik - provides insights on website visitors and campaigns

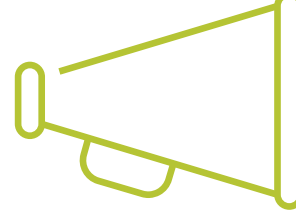
Lagging:

- Conversion rate/Goal completions
- Keyword rankings
- Top 100 SERP positions

Tools:

- Google Analytics
- Google Search Console
- Semrush, Clicky

Content Marketing



Leading:

- Traffic
- Post views
- Followers/subscribers

Tools:

- Google Analytics
- Open Web Analytics
- Social Media Analytics

Lagging:

- Engagement - Shares, comments
- CTAs performed

Tools:

- Social Media Analytics
- AddThis and ShareThis - allow people to share content and track the number of shares easily

Email Marketing



Leading:

- Delivery rate
- Open rate
- Number of subscribers

Tools:

- Constant Contact, MailChimp, HubSpot or related software
- Act-On, CampaignGenius

Lagging:

- CTR to a landing page
- Conversion rate for the desired action

Tools:

- Email client analytics - track open, click rates, etc
- Google Analytics, Act-On, CampaignGenius - track website activity from emails
- Salesforce and Zoho - CRM support

Social Media



Leading:

- Number of likes/follows/subscribes
- Frequency of social posting

Tools:

- Hootsuite, Buffer, Khoros, Sprout Social - manage social media content and activity
- Social Media Analytics and Ad Accounts

Lagging:

- Engagement - likes, comments, shares, etc

Tools:

- Mention, Sysomos, Google Alerts - listen to conversations about your brand and competitors
- BuzzSumo - monitor your brand and find influencers
- Google Analytics - measure website traffic from social media