

# Marketing Measurement...Who Even Does That?

According to performance improvement expert H. James Harrington, “measurement is the first step that leads to control, and eventually, to improvement.”

Performance improvement and optimization are goals that many companies strive to achieve. As business owners, we want to build organizations that can practically manage themselves with staffs that are proactive and self-reliant when it comes to accomplishing tasks. The same goal should be practiced when it comes to approaching your marketing efforts.

So how do you measure someone's impression? What value do you place on a prospect's engagement with a marketing tactic?

Metrics provide deep insight into how your marketing is performing. Are your prospects actually opening your emails? How many people are downloading your content? What messaging is working and what isn't?

These are all questions that can be answered with marketing measurement. But where to begin?

The best metrics that you should start tracking when you want to find out how effective your marketing is, are:

## Unique Visitors

In today's digital age, people want information at their fingertips. The old methods of guerilla marketing aren't as effective as they were in the days of yesteryear. With that said, websites are vital in getting the word out about your business. As marketing develops the overall messaging for your organization, it is important to track the effectiveness of said messaging by determining the number of unique visitors to your site during a given period of time. Whether you're launching a new campaign or revamping the current content, tracking the amount of visitors to your site will provide you with insight into who is actually seeing your content or is informed about your business. For our MSP ARRC Technology, we utilize InSite ID to track visitors to our website. This helps our marketing team see how effectively they are generating leads and fueling the sales funnel.

## Page Views

Once you see that a visitor arrives to your site, it is even better to see the exact path that they took to extract the information that they needed. Even if it was just to download a piece of content or to find out information about business continuity solutions, being knowledgeable of the exact path that a prospect takes when interacting with your website allows for you to develop unique buyer personas that speak more directly to your prospects. In addition, your sales team can then call down to the prospect and provide information that specifically relates to what the visitor was looking for while on your site, immediately boosting your credibility in the eyes of the prospect. Another great way to make contact with the prospect in regards to what they were searching for is to utilize a curiosity kit, which is essentially a kit of sorts that includes information about your company and the specific product that the prospect was searching for as well as a cute promotional item. We use curiosity kits for ARRC and they provide a simple way for us to build a stronger

connection with our prospects. Identifying pages viewed information is another resource that InSite ID provides for its users.

### **Campaign Open Rates**

It's no secret that email marketing is one of the least expensive marketing tools out there. But even though it's low in price, it is still as effective as it was 10 years ago! In terms of calculating your ROI on email marketing, tracking open rates is the only real way for you to calculate the amount of people that are receiving your messaging. A high email campaign open rate suggests that the content, topic, event, or information covered was relevant to the audience and interesting enough to make them want to find out more. Subject lines play a huge role in this step but we'll cover more on that topic in a future whitepaper. For those of you using ConnectWise, Nex.To, a cloud based email analytics instrument specifically tailored for ConnectWise, is a great tool for measuring the response rate of your email campaigns.

### **Search Engine Traffic**

For those of you that utilize Google Pay per Click advertising this is a MUST! Determining the amount of traffic that is being referred to your site through search engines, such as Google or Bing will give you a clear idea about how good of a job that you're doing at optimizing your content for search. A high amount of type-in traffic suggests that people are becoming aware of your company through your marketing material. Whether it was an email, an ad, or even a direct mailer, type-in traffic means that people know about you, which is great for building brand loyalty.

### **Email Unsubscribes**

In 2003, the United States Government issued the country's first national standards for the sending of commercial email. Known as the CAN-SPAM Act, this law sets the precedence for electronic communication no matter if you are in the B2B or B2C industry. With that said, good email marketing standards include a noticeable unsubscribe link or button for recipients to be able to click if they want to no longer receive communications. To help automate the process, Nex.To offers unsubscribe tracking capability so that you are able to see specifically who unsubscribed and at what time and from what campaign, so that you can stay in compliance with the law and to determine if your messaging should be adjusted for the next email.

### **Email Engagement**

Effective email standards suggest to incorporate clickable links and buttons for recipients to interact within an email. With that said, it would be helpful to track how many people are clicking on links or visiting landing pages from that email because that lets you know who is connecting with your company and is interested in the content that you were talking about in your email. Email engagement tracking is another feature offered by Nex.To that can help you determine the ROI in your email marketing campaigns. The links clicked feature of Nex.To eliminates the need for the "call today" call to action that no one pays attention to anyway. Instead, you have control of the follow up making it more likely for you to close on a first appointment!

Just like any other department, Marketing ROI can easily be calculated if you know where to look. If you keep these metrics in mind when determining whether or not your marketing is effective, then you will be able to get a clear picture of marketing's role. If you have any questions about marketing or how to incorporate any of the products mentioned into your business, feel free to reach out to your CharTec Account Representative or the CharTec team at [marketing@chartec.net](mailto:marketing@chartec.net).

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