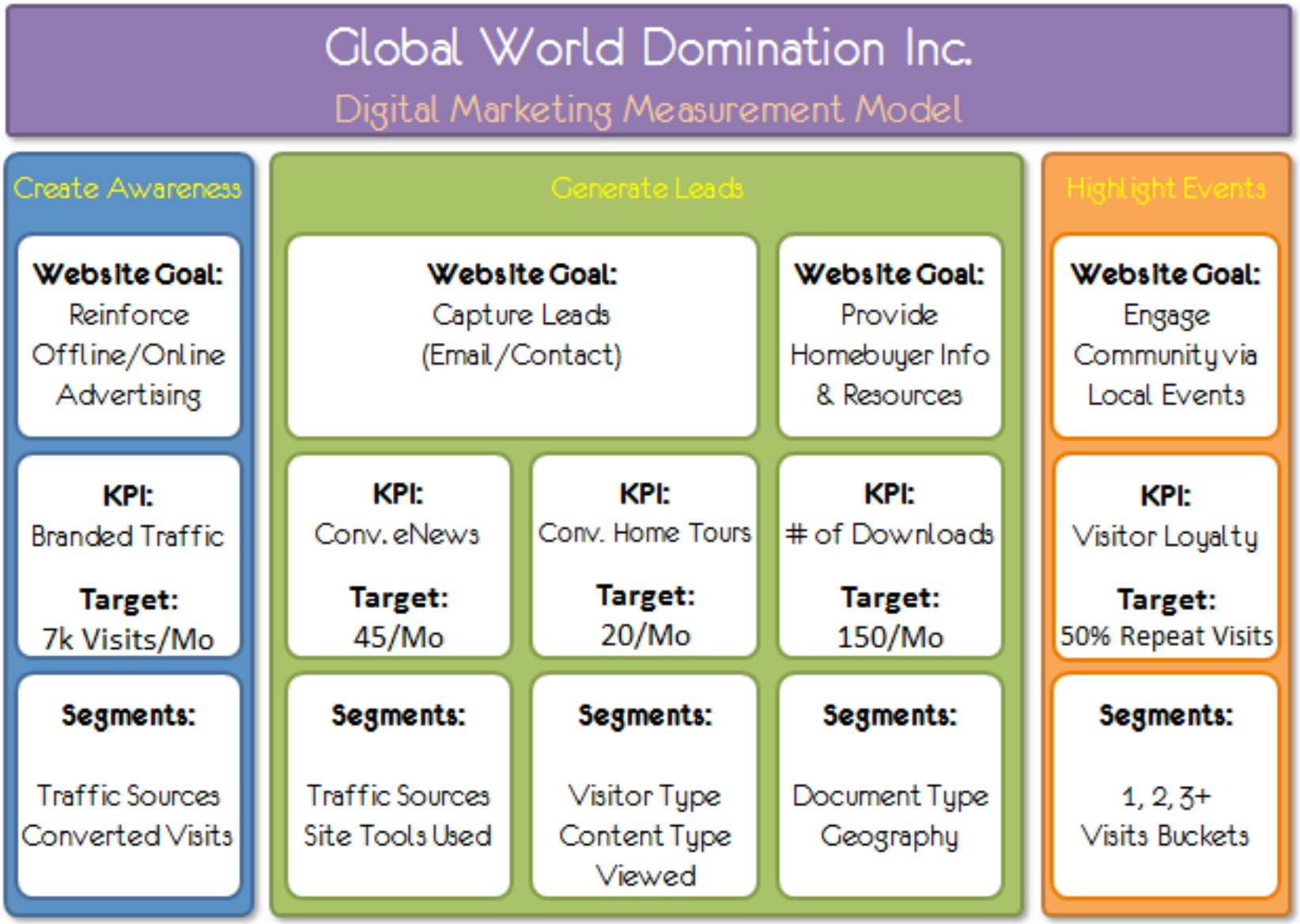
Digital Marketing Metrics

Janette Toral

DigitalFilipino.com



http://www.kaushik.net/avinash/digital-marketing-and-measurement-model/

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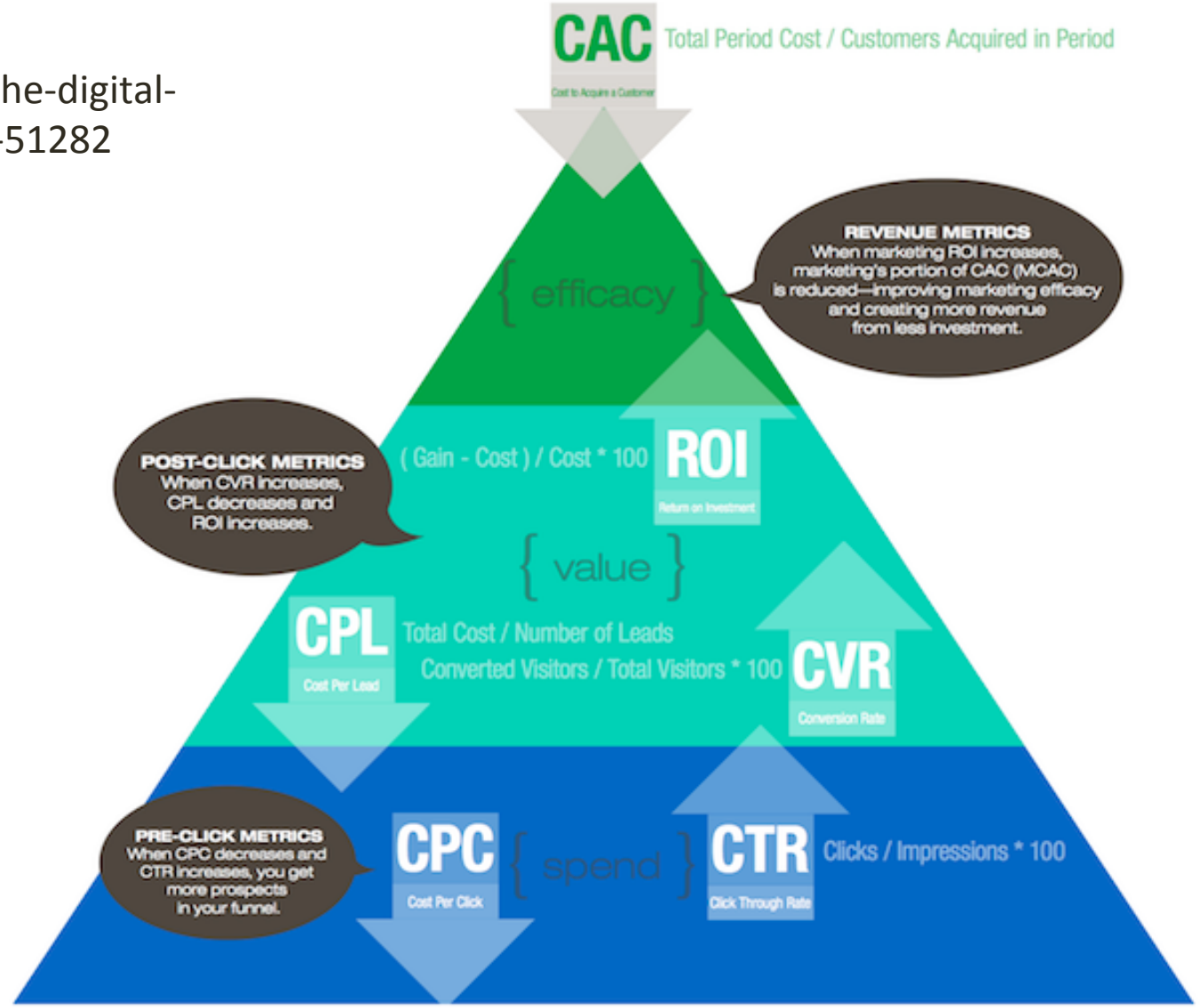
Digital Marketing Metrics

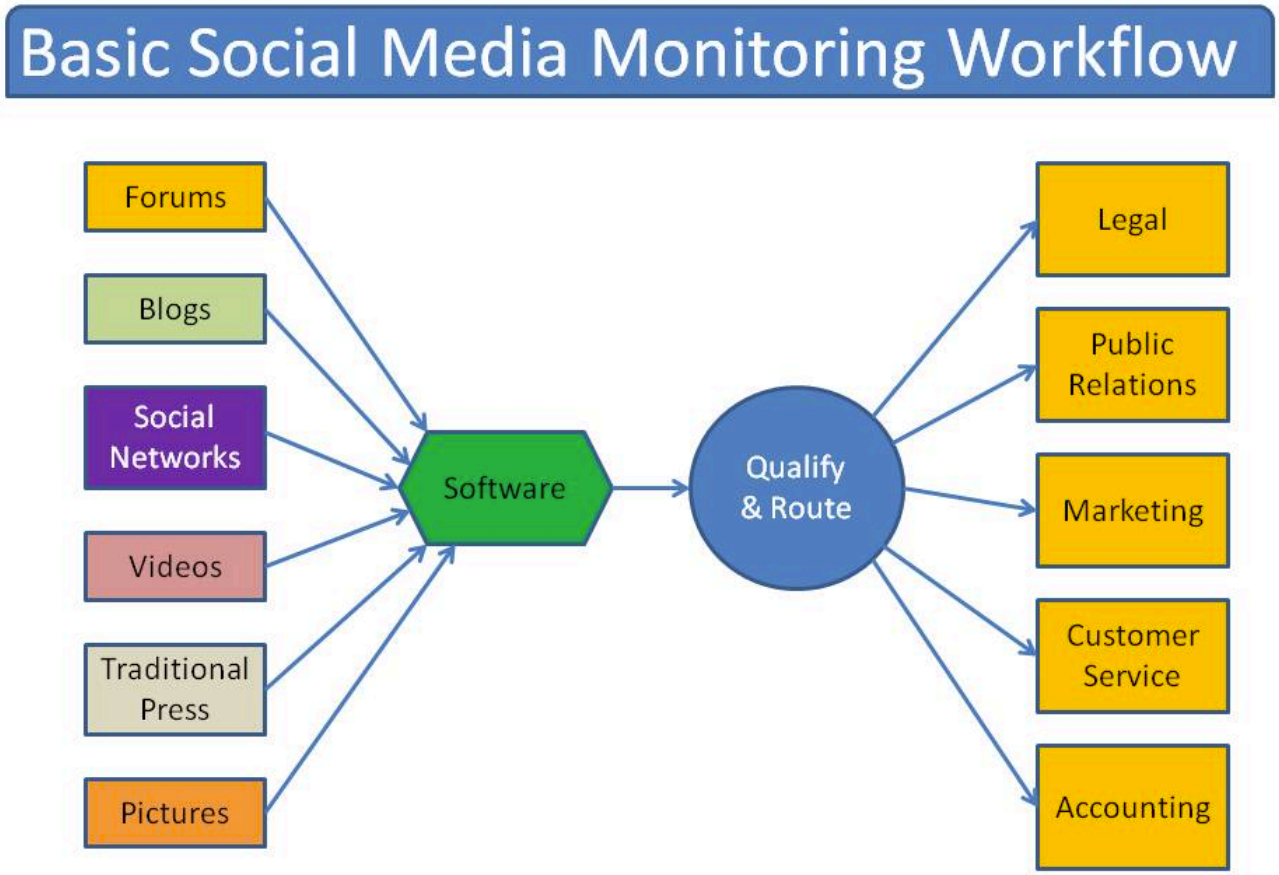
- CAC – Cost to Acquire a Customer
- ROI – Return on Investment
- CVR - Conversion Rate
- CPL - Cost per Lead
- CTR – Click-Through rate
- CPC – Cost per click

Digital Marketing Metrics

http://marketingland.com/the-digital-marketing-metrics-pyramid-51282



Social Media Monitoring



http://blog.bufferapp.com/guide-to-social-media-monitoring

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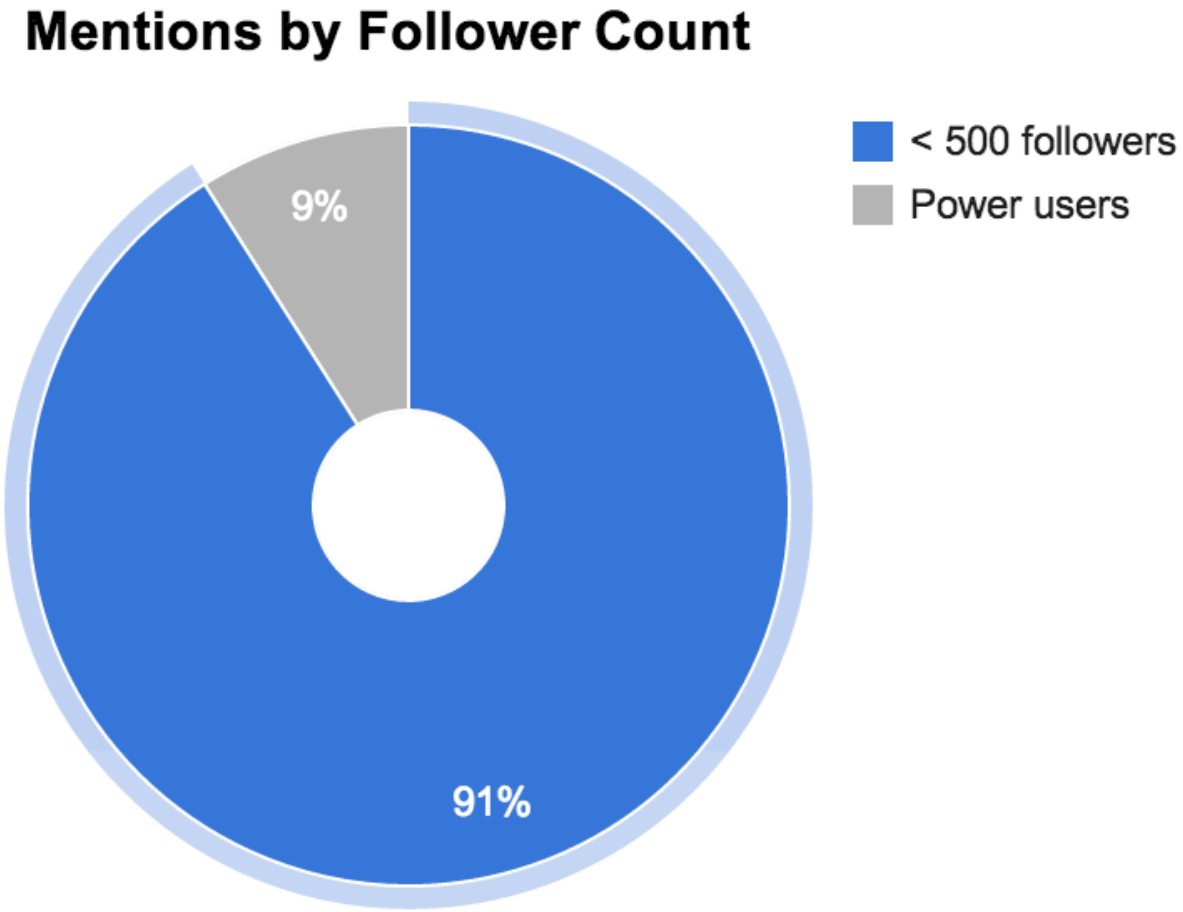
Biggest advocates have few followers.



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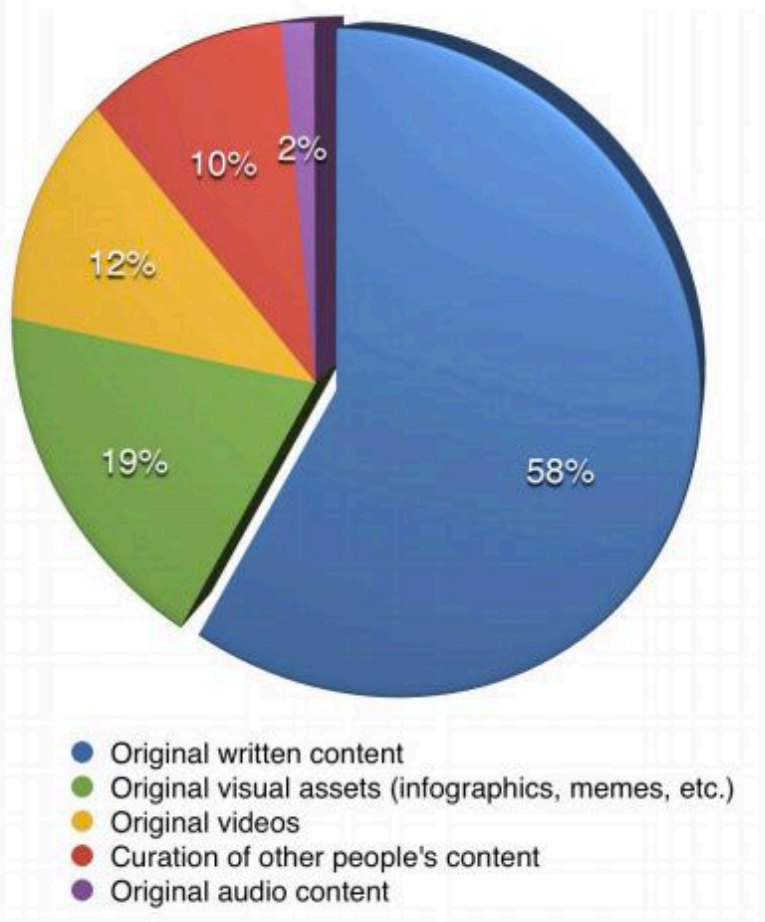
Content trumps visuals



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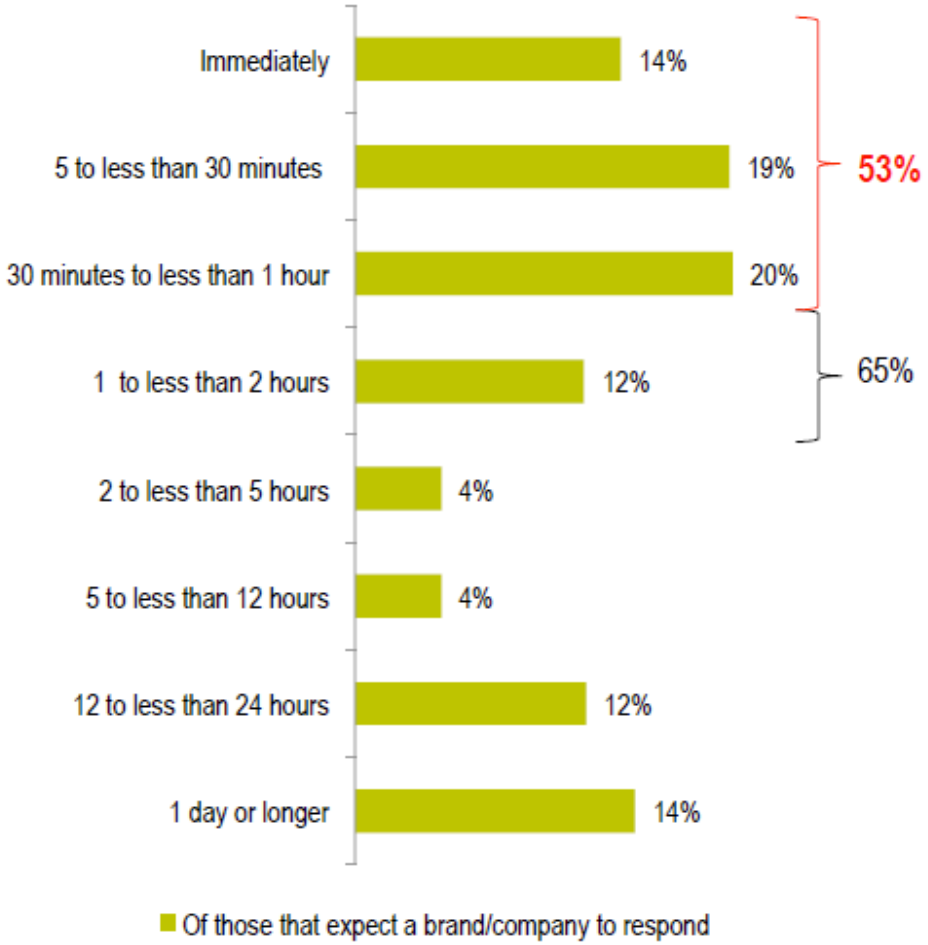
Respond in an hour



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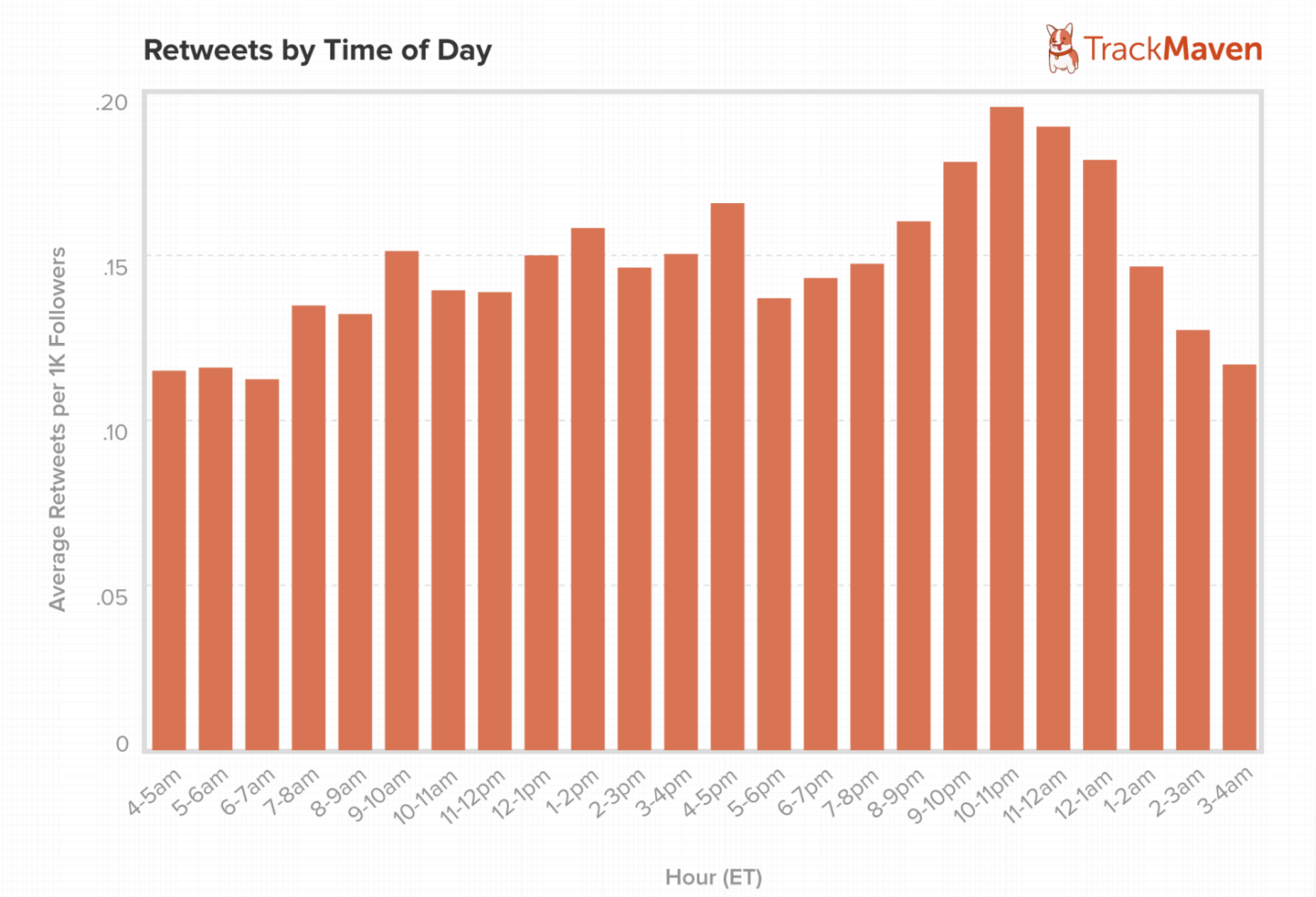
Late night is best time for retweet



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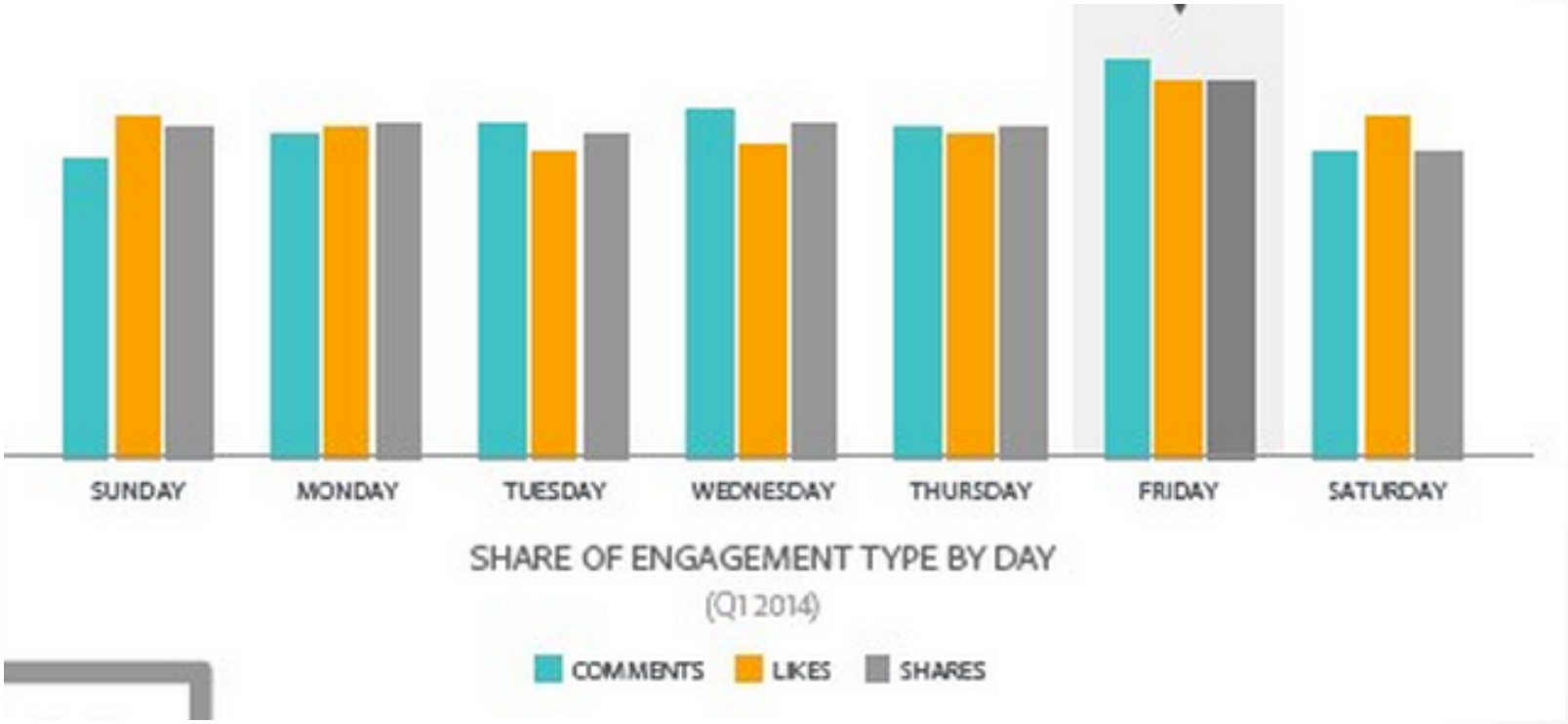
Fridays are best day for engagement



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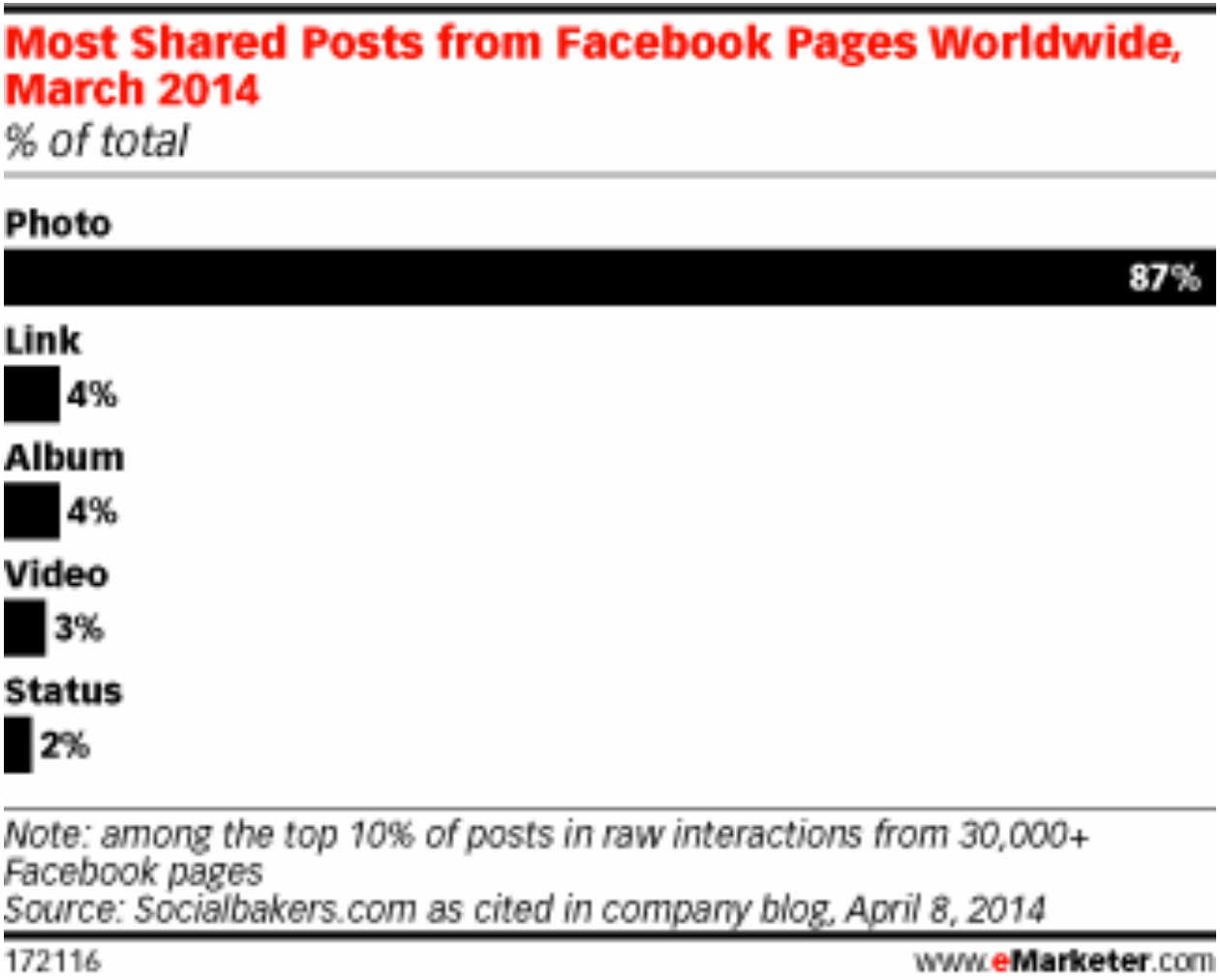
Photos drive more engagement on FB Pages



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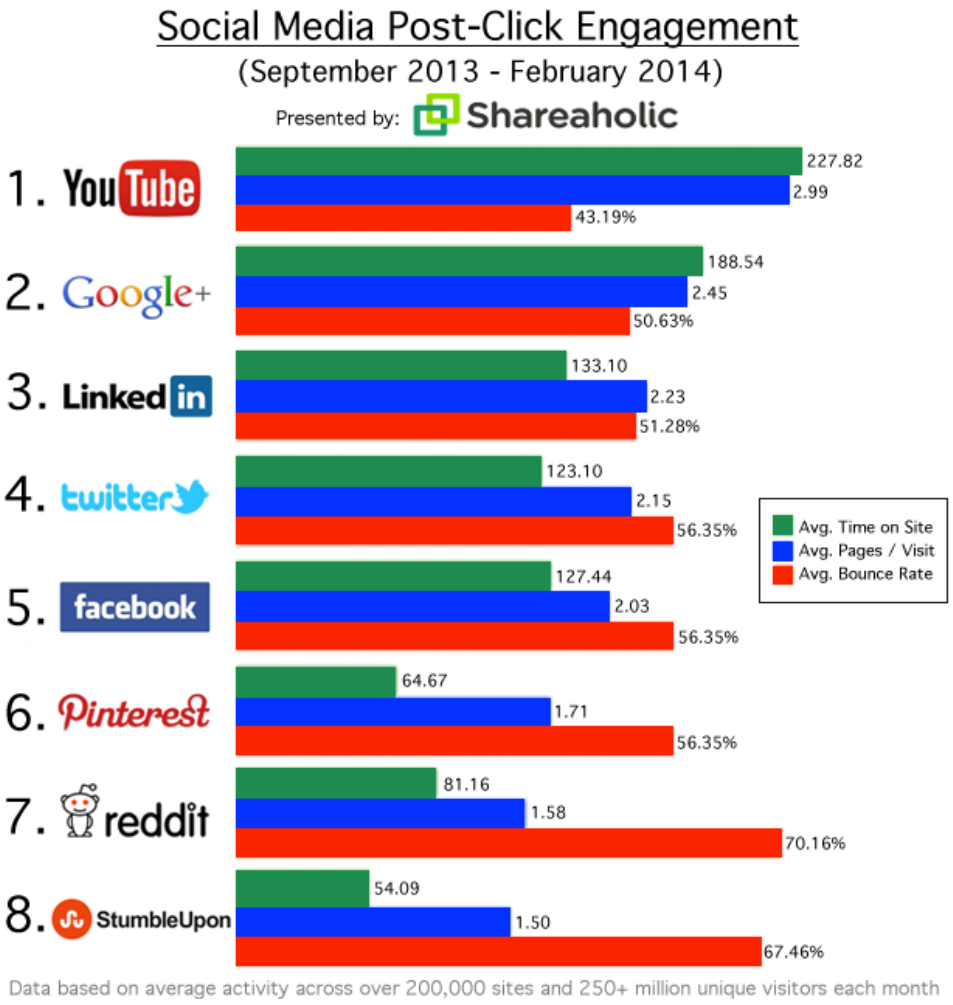
Top Traffic vs. Time on Site



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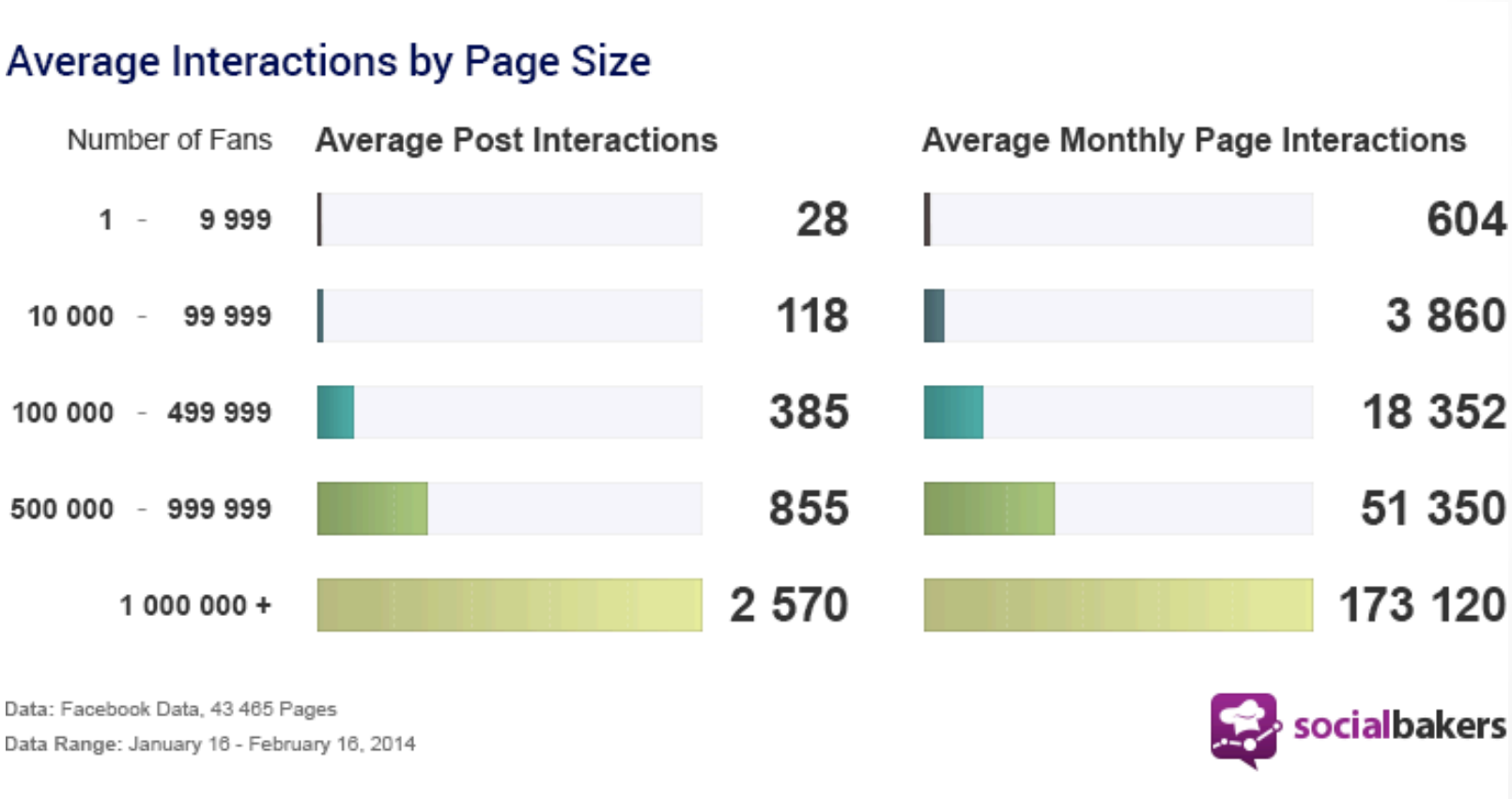
Aim for 28, 118, 385 interaction per post



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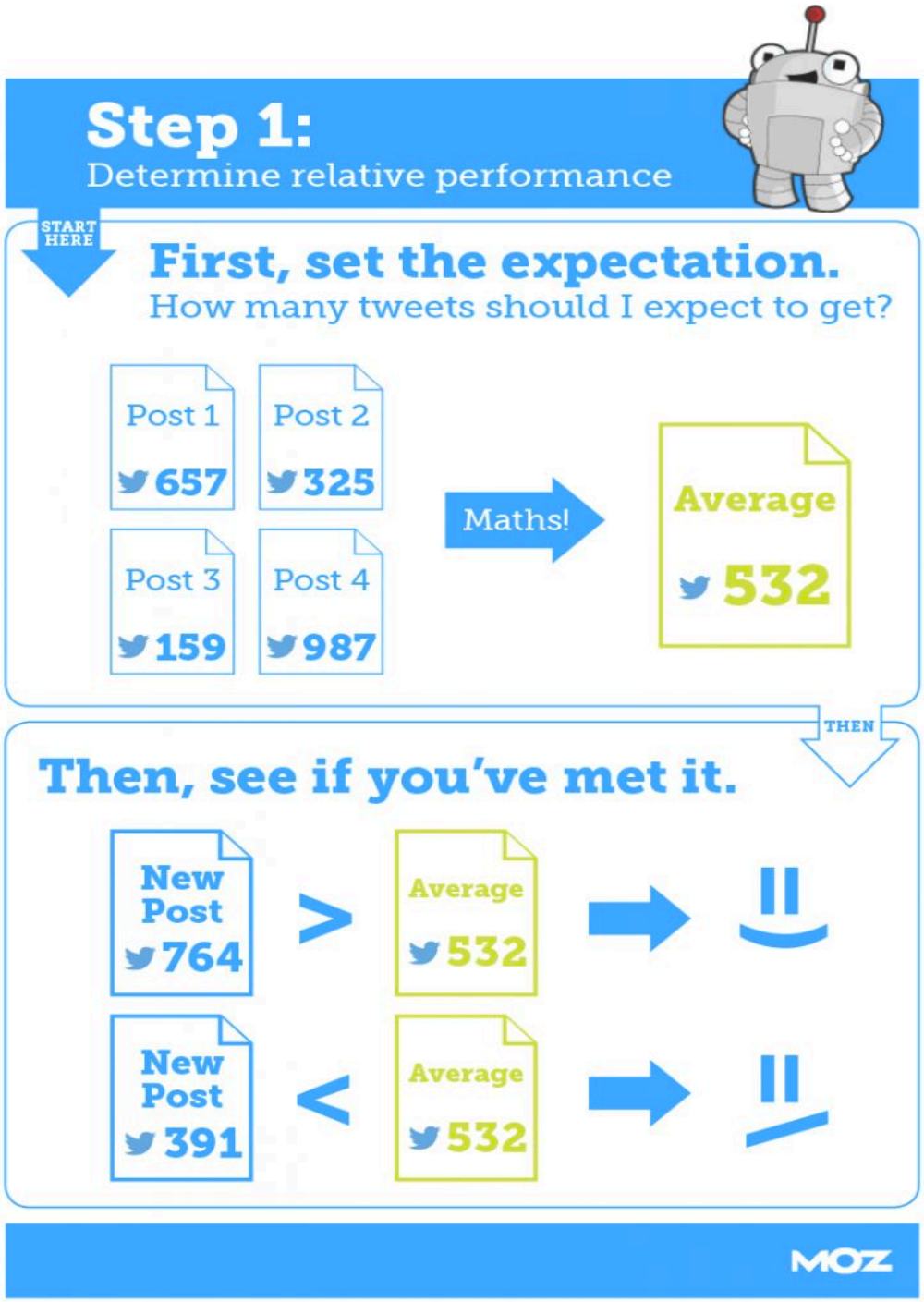
Use Pinterest better

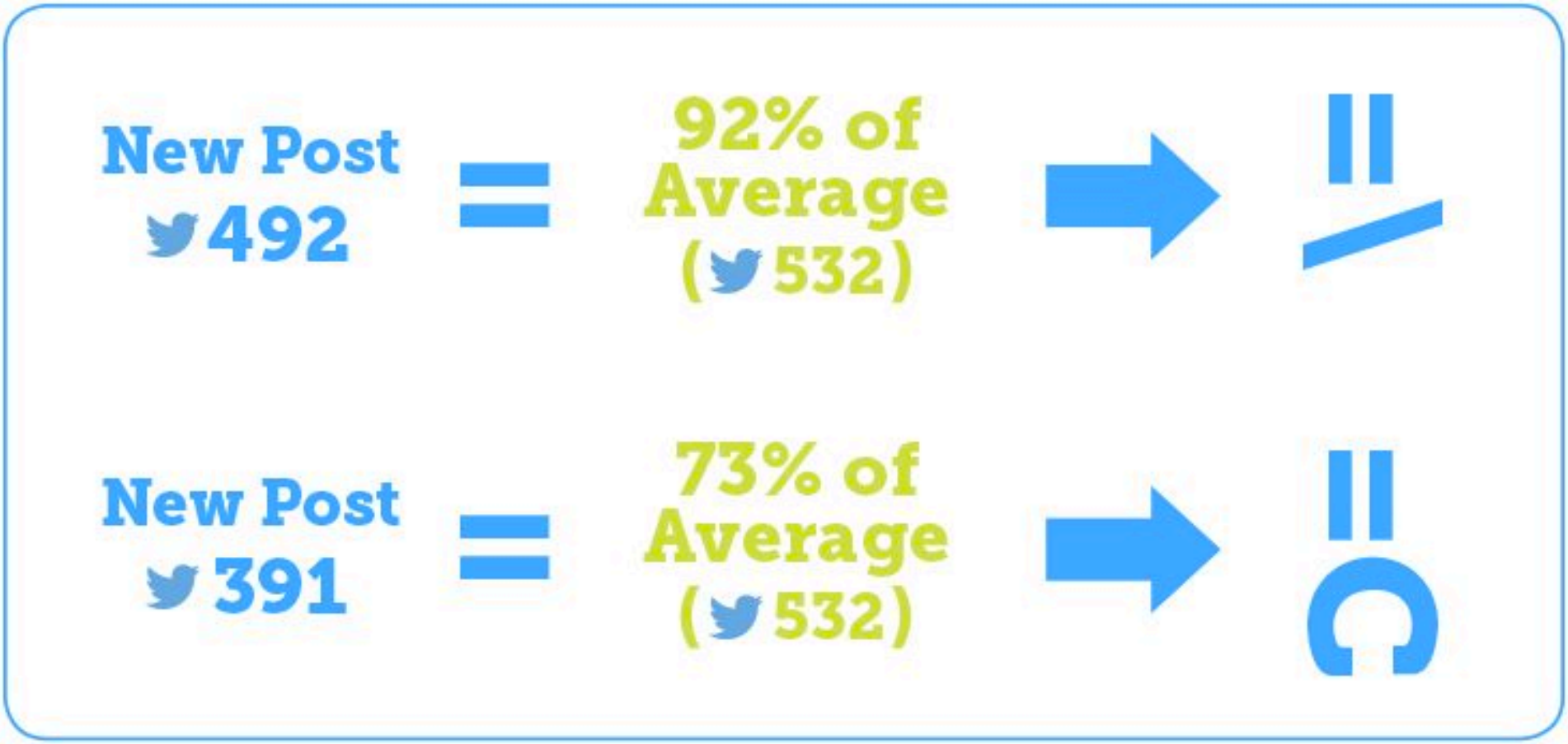
- Monday - Fitness
- Tuesday – Technology
- Wednesday – Inspirational quotes
- Thursday – Fashion
- Friday – Humor
- Saturday – Travel
- Sunday – Food and Crafts

http://blog.bufferapp.com/social-media-stats-you-need-to-know



http://moz.com/blog/one-metric

Quantify



http://moz.com/blog/one-metric

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Define your percentage of expectation

Google Analytics On-page Metrics Social Metrics

$$\frac{\frac{metric\ 1}{expectation}}{\#\ metrics\ in\ this\ group} + \frac{\frac{metric\ 2}{expectation} + \frac{metric\ 3}{expectation}}{\#\ metrics\ in\ this\ group} + \frac{\frac{metric\ 4}{expectation} + \frac{metric\ 5}{expectation} + \frac{metric\ 6}{expectation}}{\#\ metrics\ in\ this\ group}}{\#\ groups}$$

http://moz.com/blog/one-metric

CPC and CTR

- Offer must be compelling.
- Qualify as good customers.
- How will you know CVR?
  - CTR to becoming a customer.
- How will you know CPL?
  - Marketing quality lead (MQL)
  - Sales quality lead (SQL)
- How will you know CAC?
  - Cost spent during period vs. number of acquired customers.

http://marketingland.com/the-digital-marketing-metrics-pyramid-51282

How do you rise above the noise?

- Showing instead of telling.
- Make your content easy to digest.
- Manage information for users.
- Tell a compelling story.
- Package your content.
  - Multiple or single platform?

http://socialmouths.com/blog/2013/07/15/how-to-help-your-content-rise-above-the-noise/

#dimbootcamp

Continue the learning journey!

http://digitalfilipino.com/influence