



Digital Marketing Metrics

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Digital Marketing Measurement Model

Create Awareness

Website Goal:
Reinforce
Offline/Online
Advertising

KPI:
Branded Traffic

Target:
7k Visits/Mo

Segments:
Traffic Sources
Converted Visits

Generate Leads

Website Goal:
Capture Leads
(Email/Contact)

KPI:
Conv. eNews

Target:
45/Mo

Segments:
Traffic Sources
Site Tools Used

KPI:
Conv. Home Tours

Target:
20/Mo

Segments:
Visitor Type
Content Type
Viewed

Website Goal:
Provide
Homebuyer Info
& Resources

KPI:
of Downloads

Target:
150/Mo

Segments:
Document Type
Geography

Highlight Events

Website Goal:
Engage
Community via
Local Events

KPI:
Visitor Loyalty

Target:
50% Repeat Visits

Segments:
1, 2, 3+
Visits Buckets

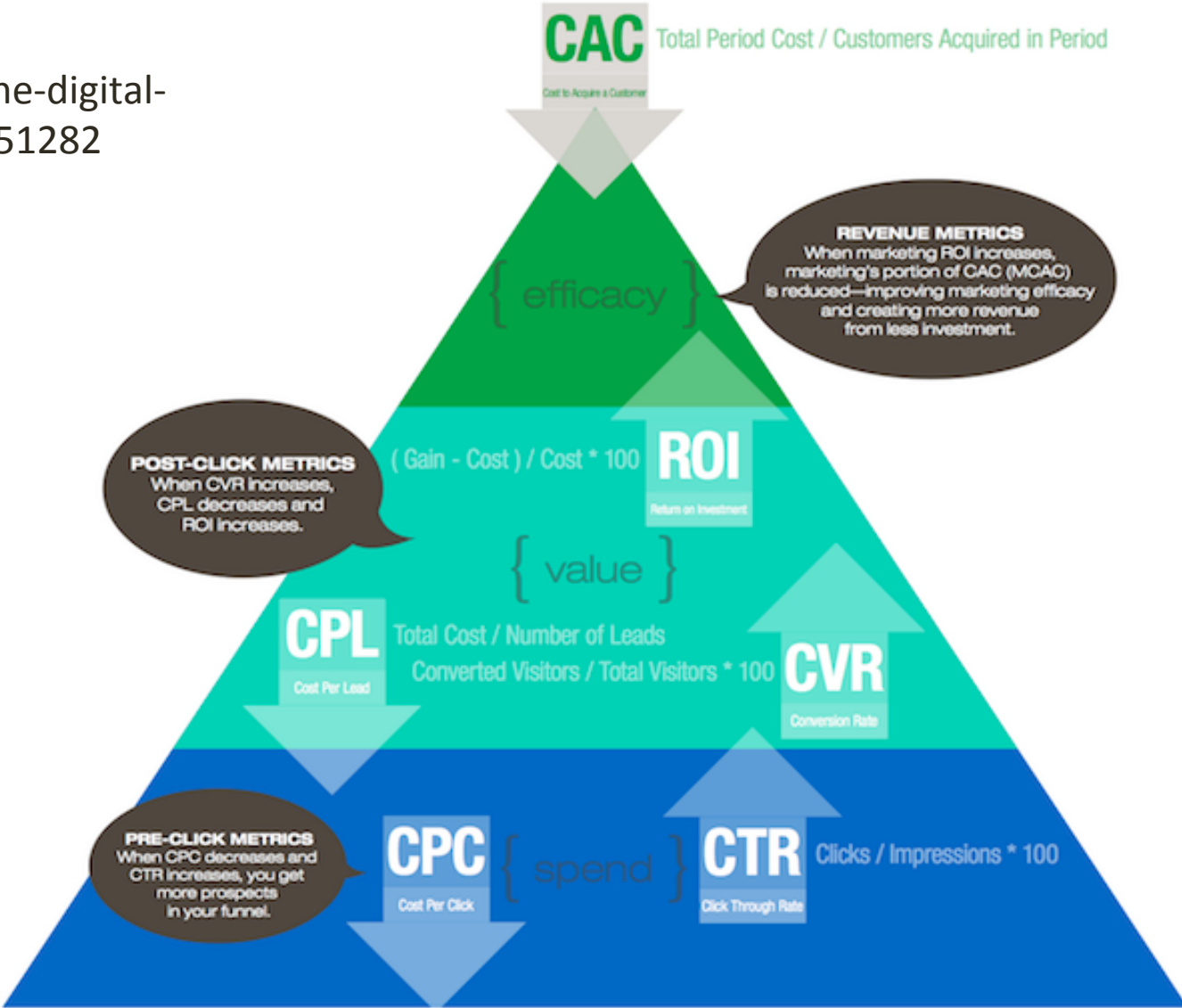


Digital Marketing Metrics

- 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

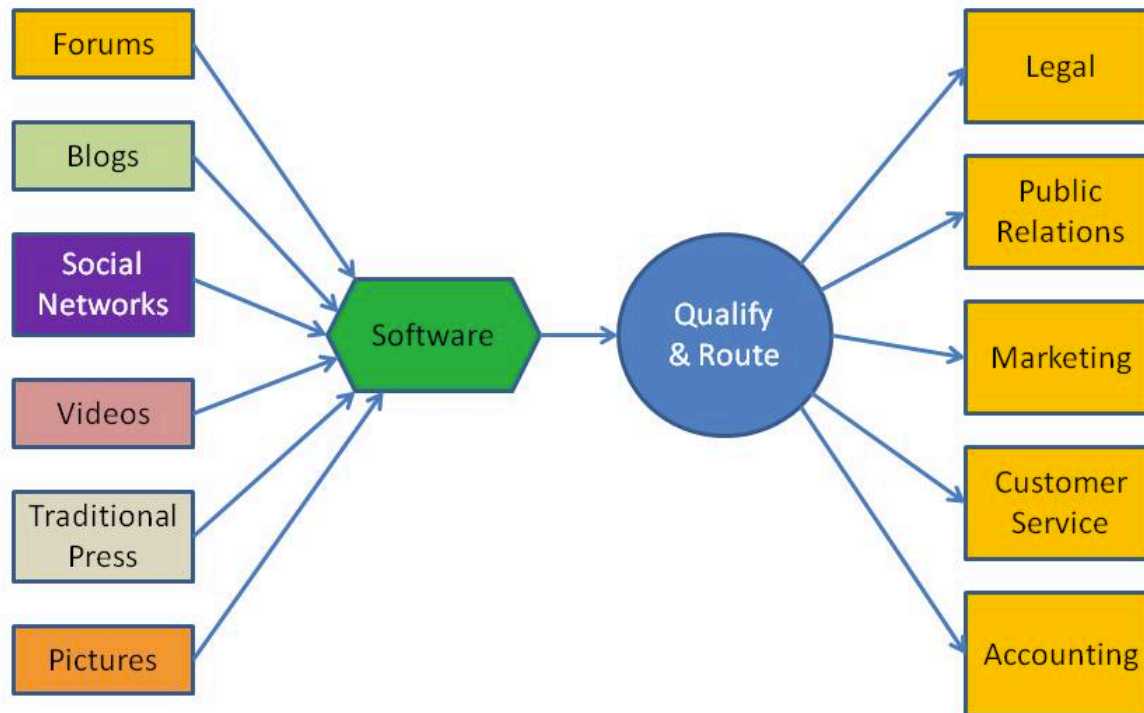
Digital Marketing Metrics

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



Social Media Monitoring

Basic Social Media Monitoring Workflow



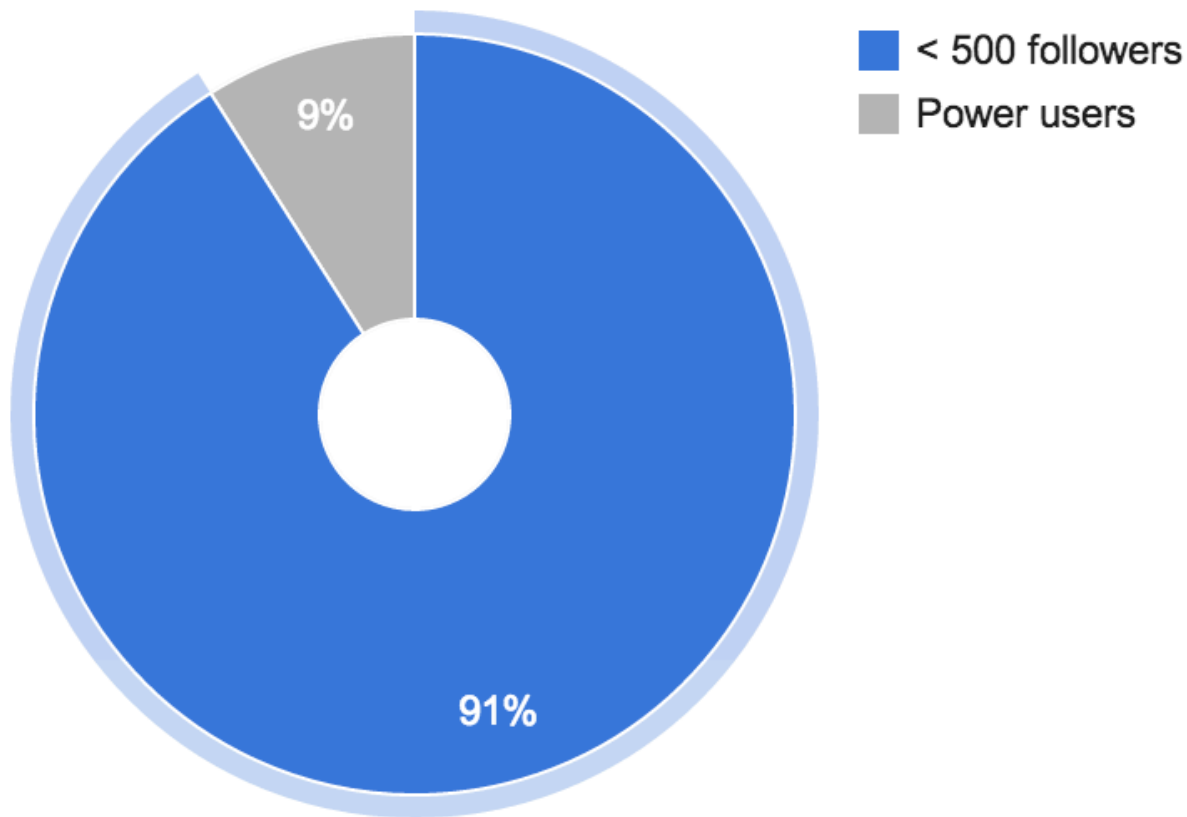
10 Big Insights of Social Media Monitoring



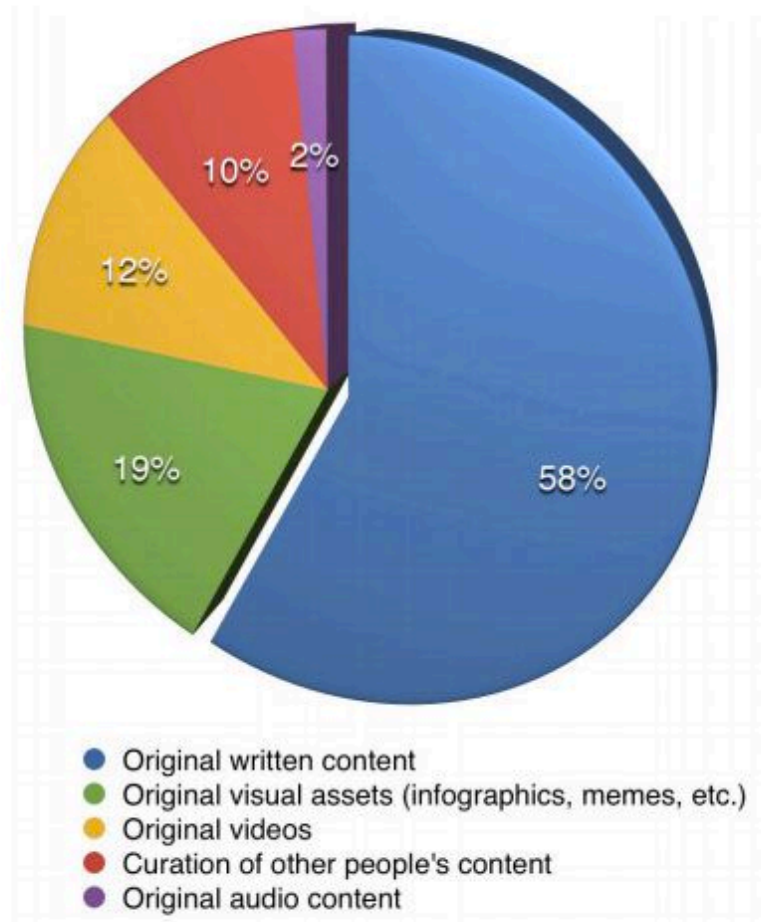
1. Sentiment: Mostly positive or negative?
2. Feedback: Themes? Patterns?
3. Questions: How can you answer them?
4. Links: Who's referencing you?
5. Pain points: Can a content or product change fix?
6. Content: To share, adapt or generate ideas
7. Trends: Patterns in chatter and demand
8. Advocates: Build your community
9. Press: Get to know media members
10. Influencers: Learn from their success

Biggest advocates have few followers.

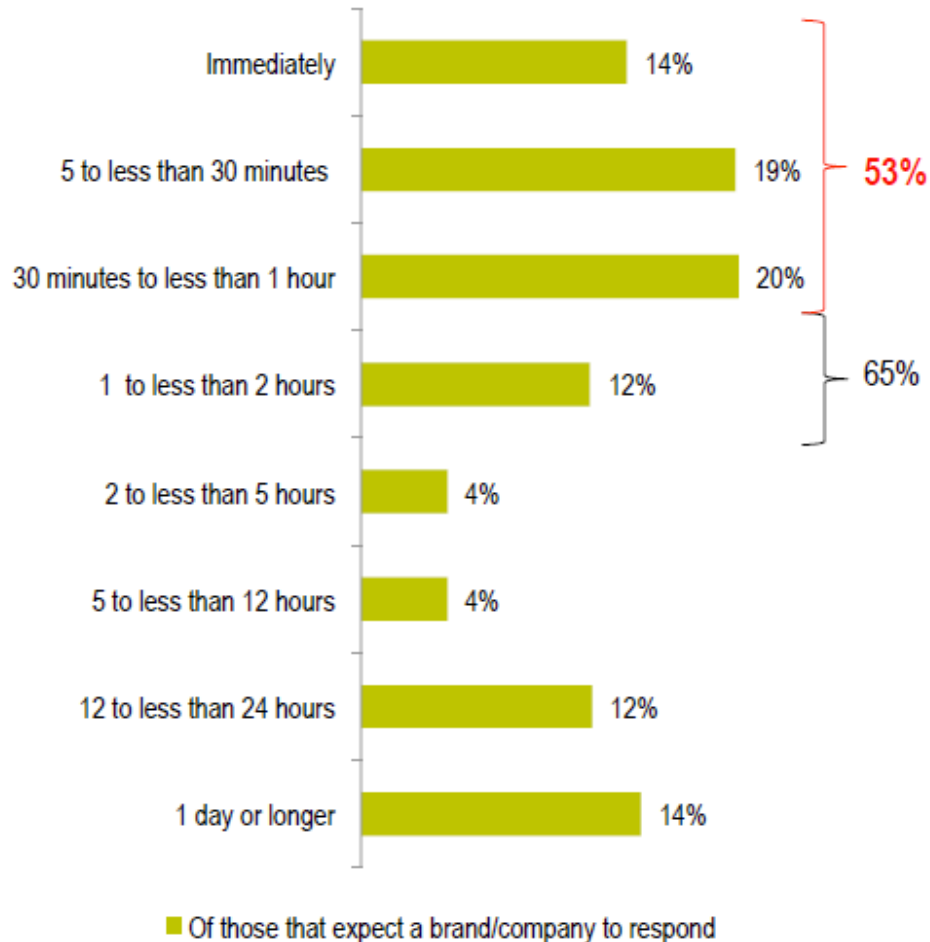
Mentions by Follower Count



Content trumps visuals

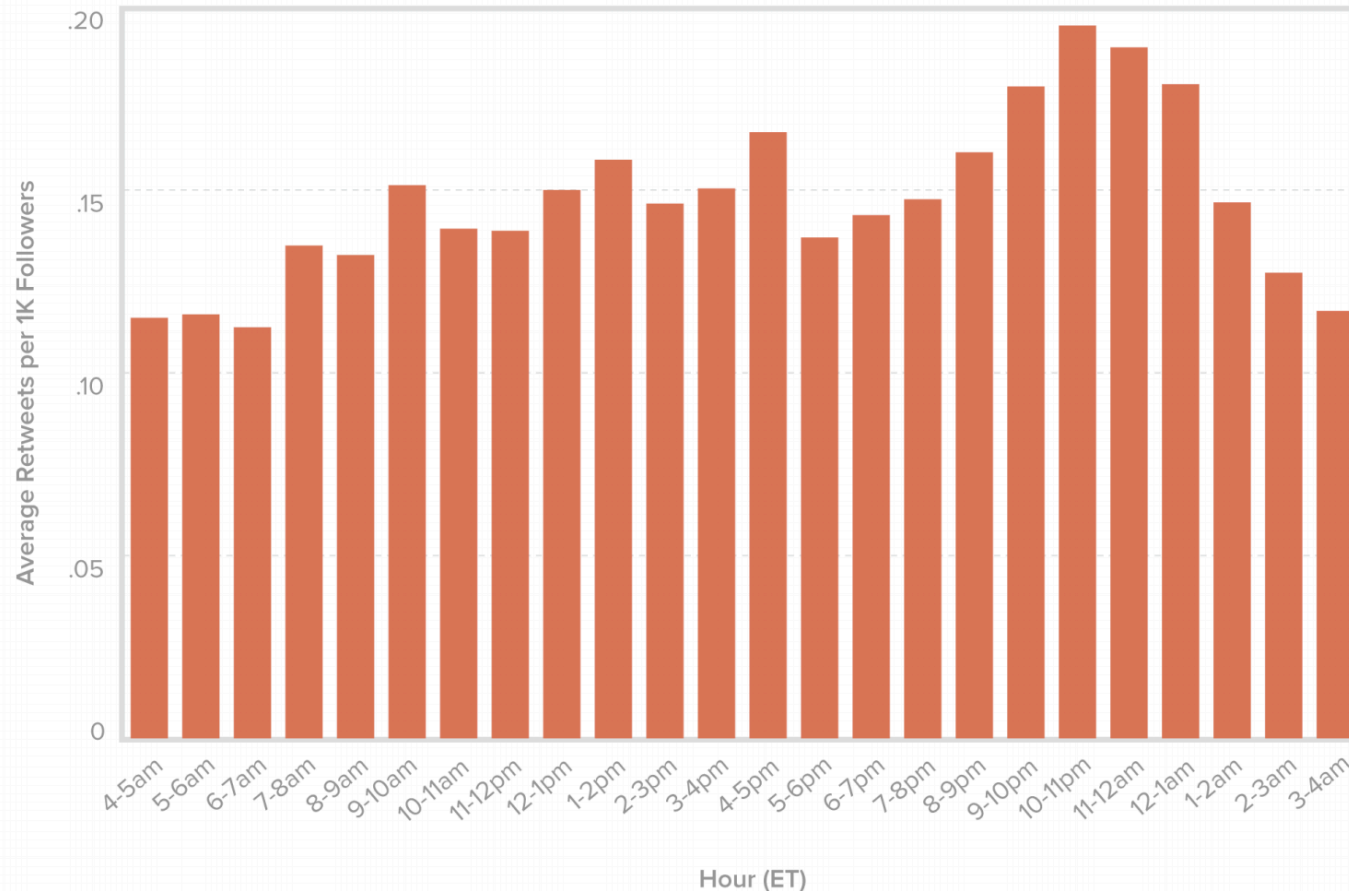


Respond in an hour

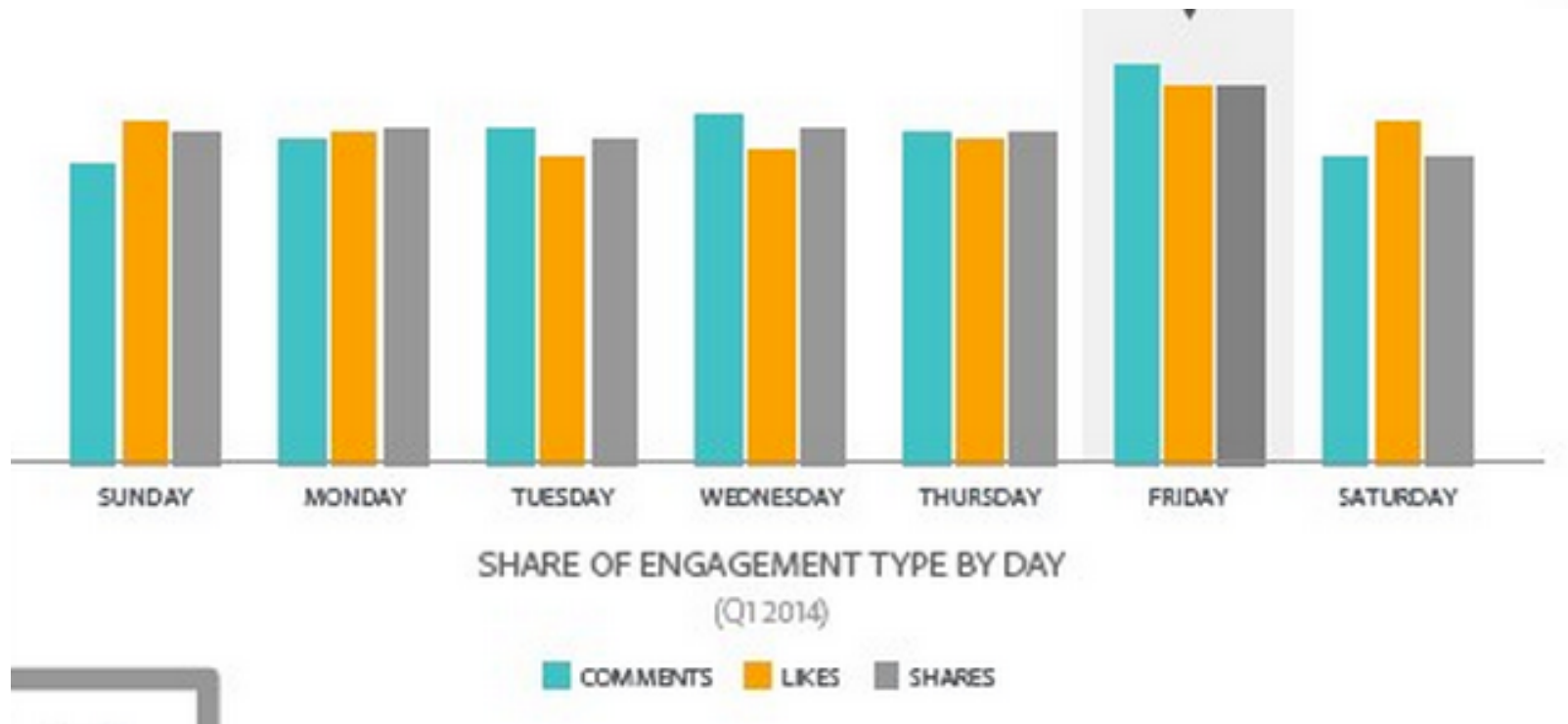


Late night is best time for retweet

Retweets by Time of Day



Fridays are best day for engagement



Photos drive more engagement on FB Pages

Most Shared Posts from Facebook Pages Worldwide, March 2014

% of total

Photo

87%

Link

4%

Album

4%

Video

3%

Status

2%

Note: among the top 10% of posts in raw interactions from 30,000+ Facebook pages

Source: Socialbakers.com as cited in company blog, April 8, 2014

172116

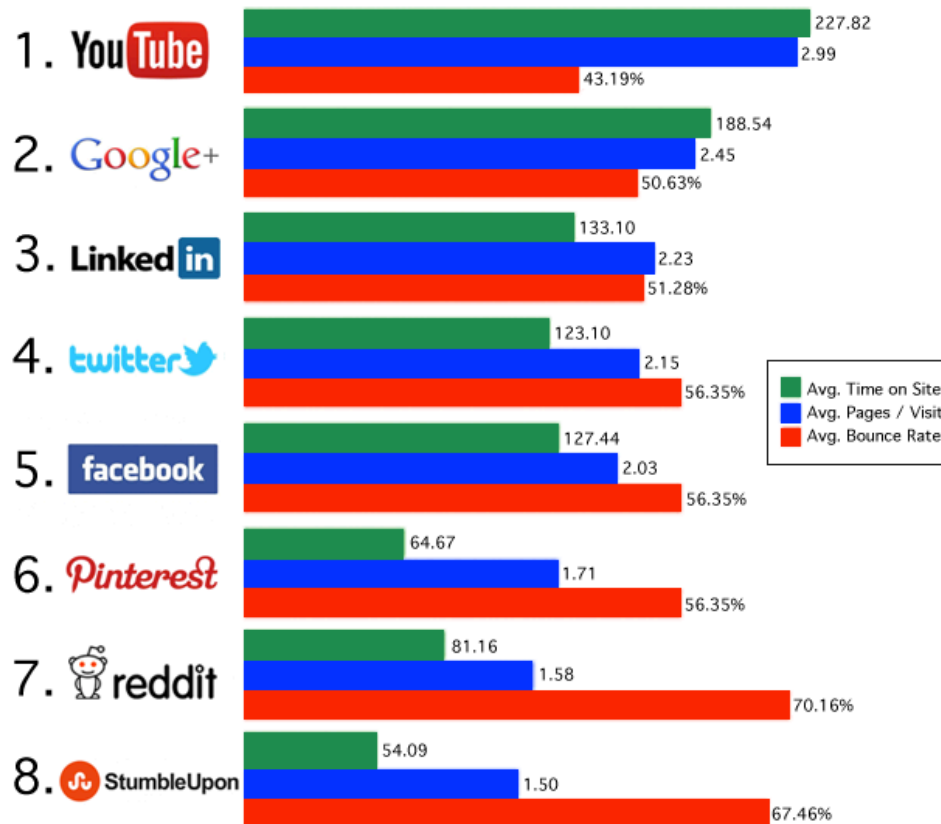
www.eMarketer.com

Top Traffic vs. Time on Site

Social Media Post-Click Engagement

(September 2013 - February 2014)

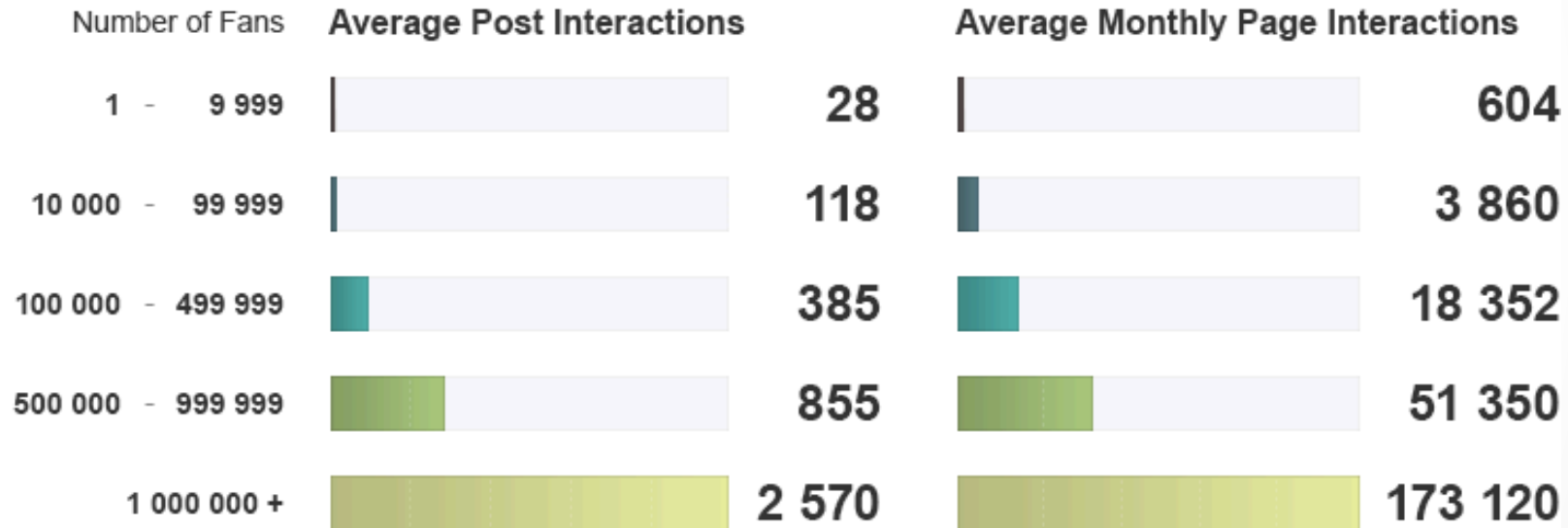
Presented by:  Shareaholic



Data based on average activity across over 200,000 sites and 250+ million unique visitors each month

Aim for 28, 118, 385 interaction per post

Average Interactions by Page Size



Data: Facebook Data, 43 465 Pages
Data Range: January 16 - February 16, 2014

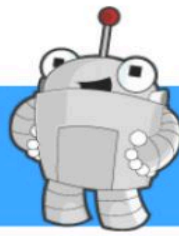


Use Pinterest better

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

Step 1:

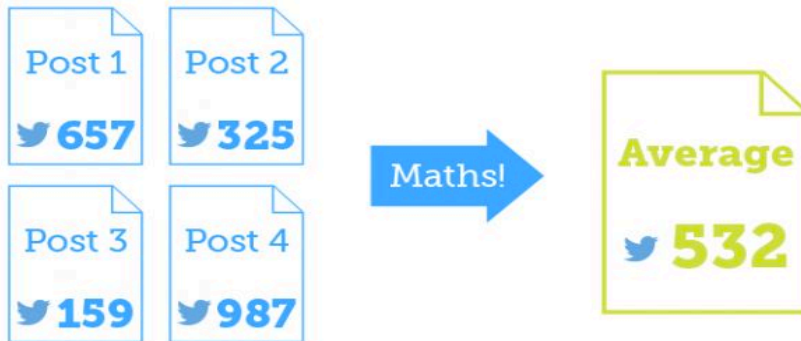
Determine relative performance



START
HERE

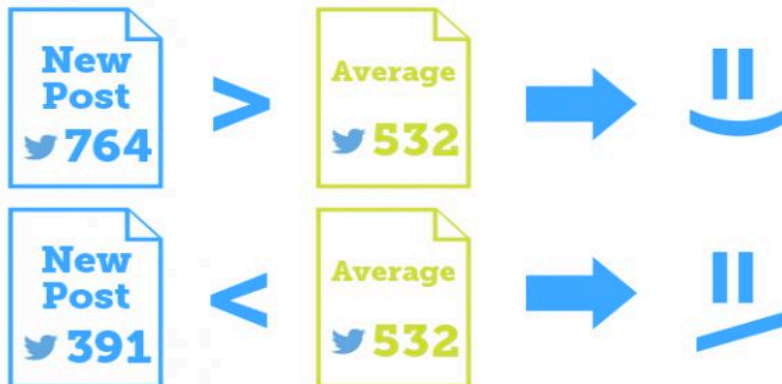
First, set the expectation.

How many tweets should I expect to get?



THEN

Then, see if you've met it.



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

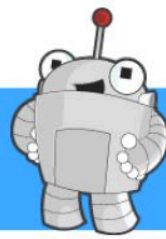
Quantify

New Post
🐦 **492** = **92% of Average**
(🐦 532) → 

New Post
🐦 **391** = **73% of Average**
(🐦 532) → 

Step 2:

Combine the ingredients



START
HERE

Find %s of expectations

Ingredient	Performance		Expectation		%
Unique visits	2,566	÷	1,951	=	132%
# Thumbs up	45	÷	39	=	140%
# Comments	19	÷	22	=	86%
Facebook likes	102	÷	108	=	94%
Tweets	845	÷	794	=	106%
Google +1s	328	÷	422	=	78%

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

THEN

Weigh them appropriately

Unique visits	132%	} Google Analytics Average: 132%	} Overall Average: 113%
# Thumbs up	140%		
# Comments	86%		
FB likes	94%	} Social metrics Average: 93%	
Tweets	106%		
Google +1s	78%		

Define your percentage of expectation

Google Analytics

On-page Metrics

Social Metrics

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

groups

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.

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>