



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

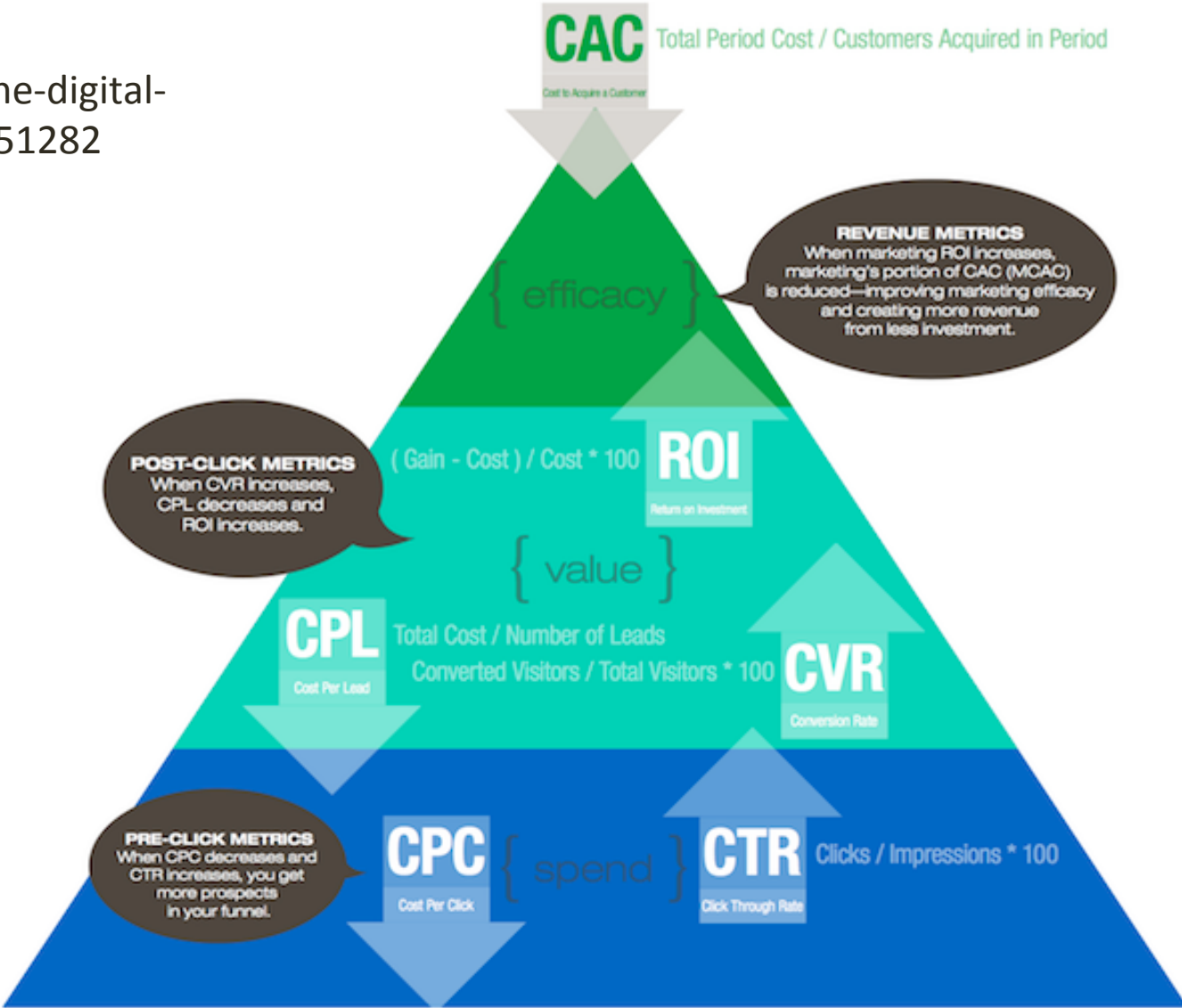


Digital Marketing Metrics

- 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>



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>