



# Digital Marketing Metrics

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# Global World Domination Inc.

## 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

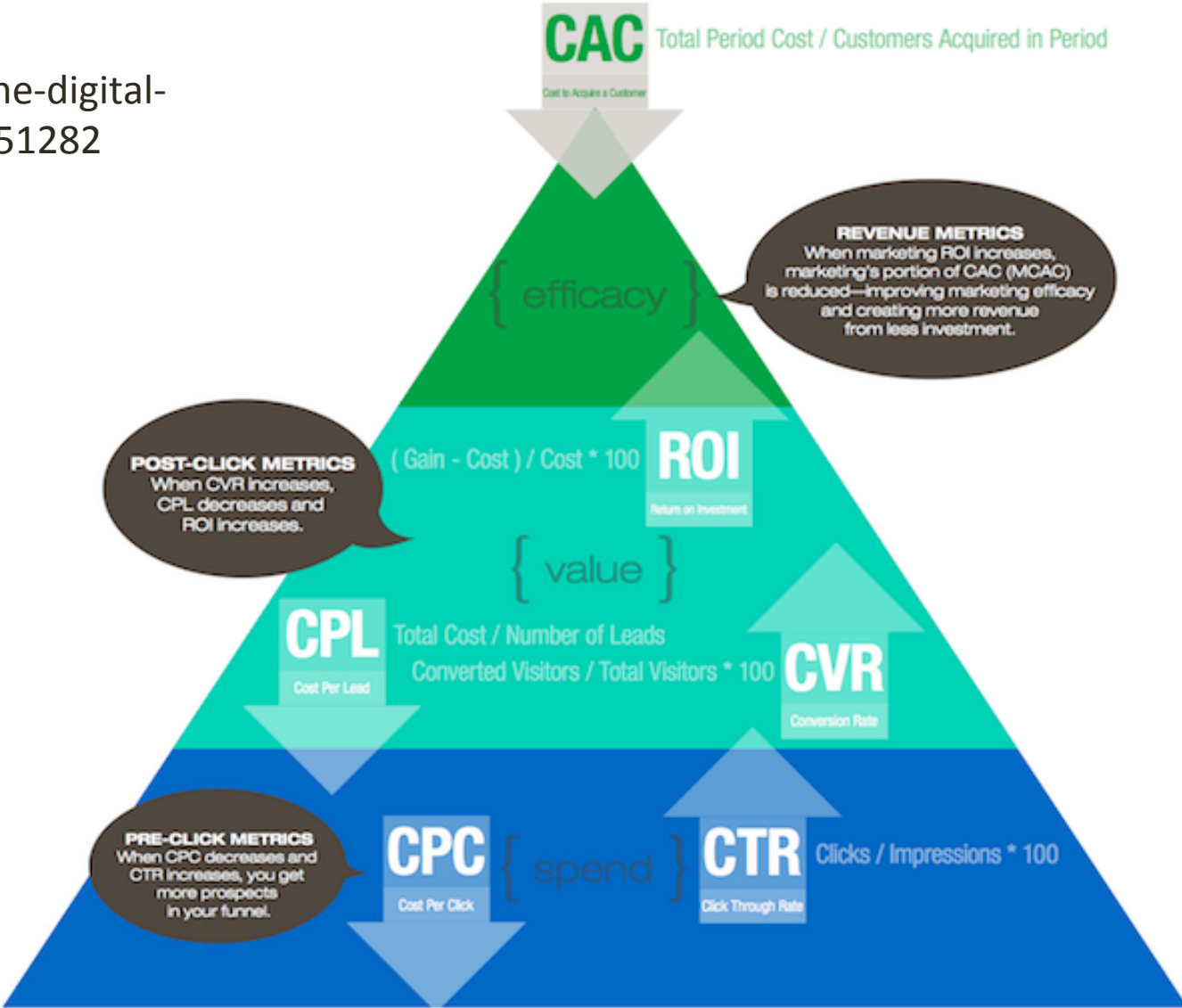


# Digital Marketing Metrics

- 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

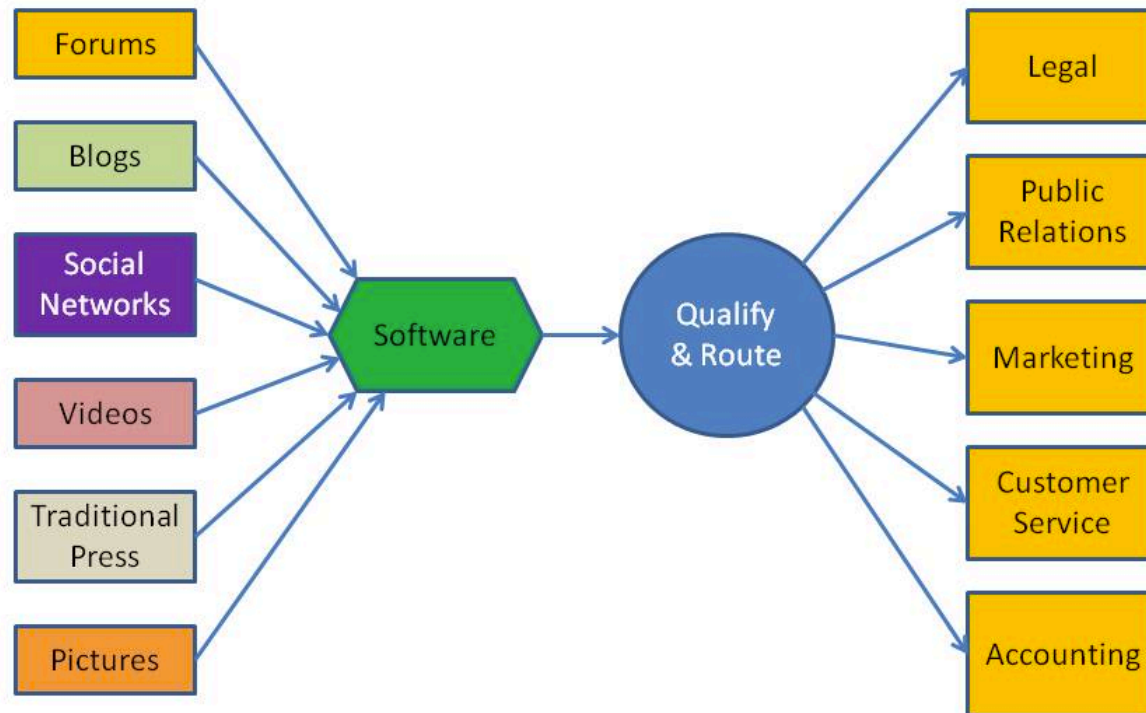
# Digital Marketing Metrics

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



# Social Media Monitoring

## Basic Social Media Monitoring Workflow



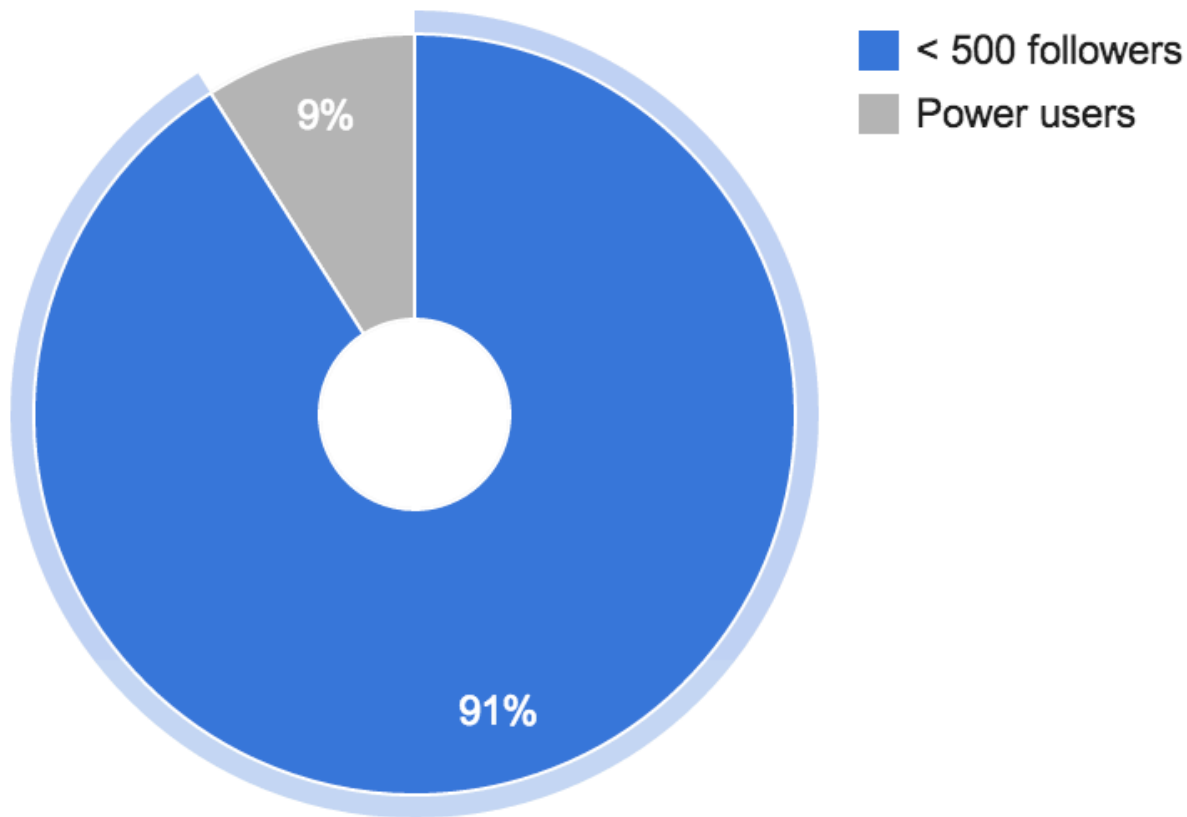
# 10 Big Insights of Social Media Monitoring



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

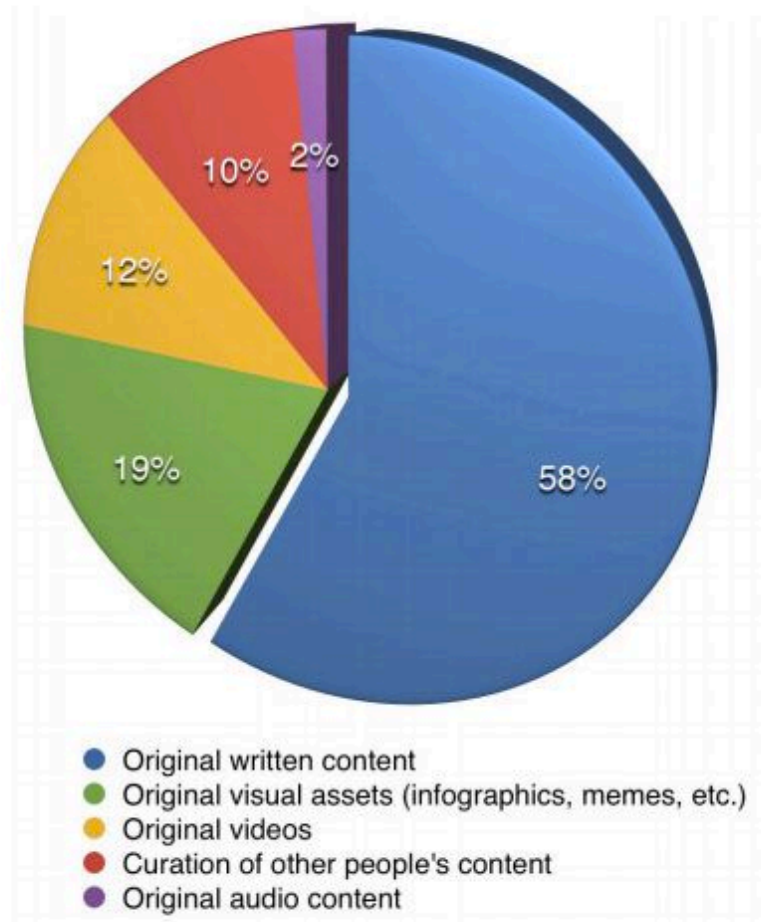
# Biggest advocates have few followers.

**Mentions by Follower Count**

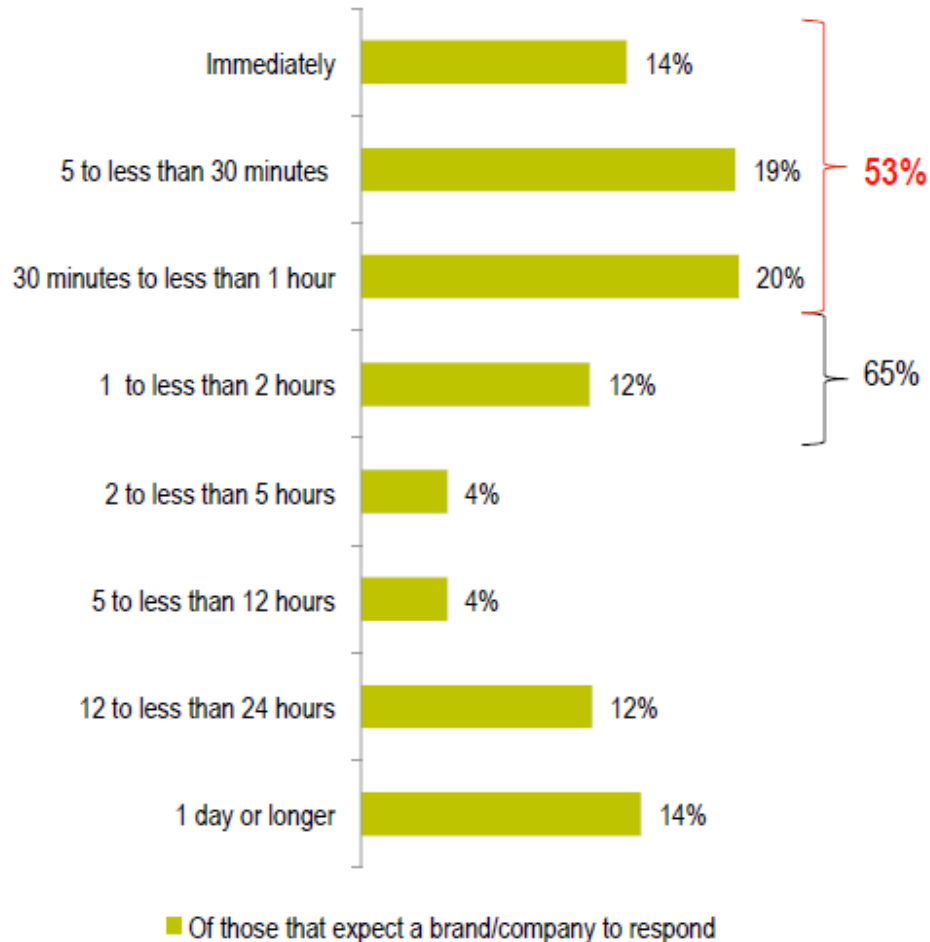




# Content trumps visuals

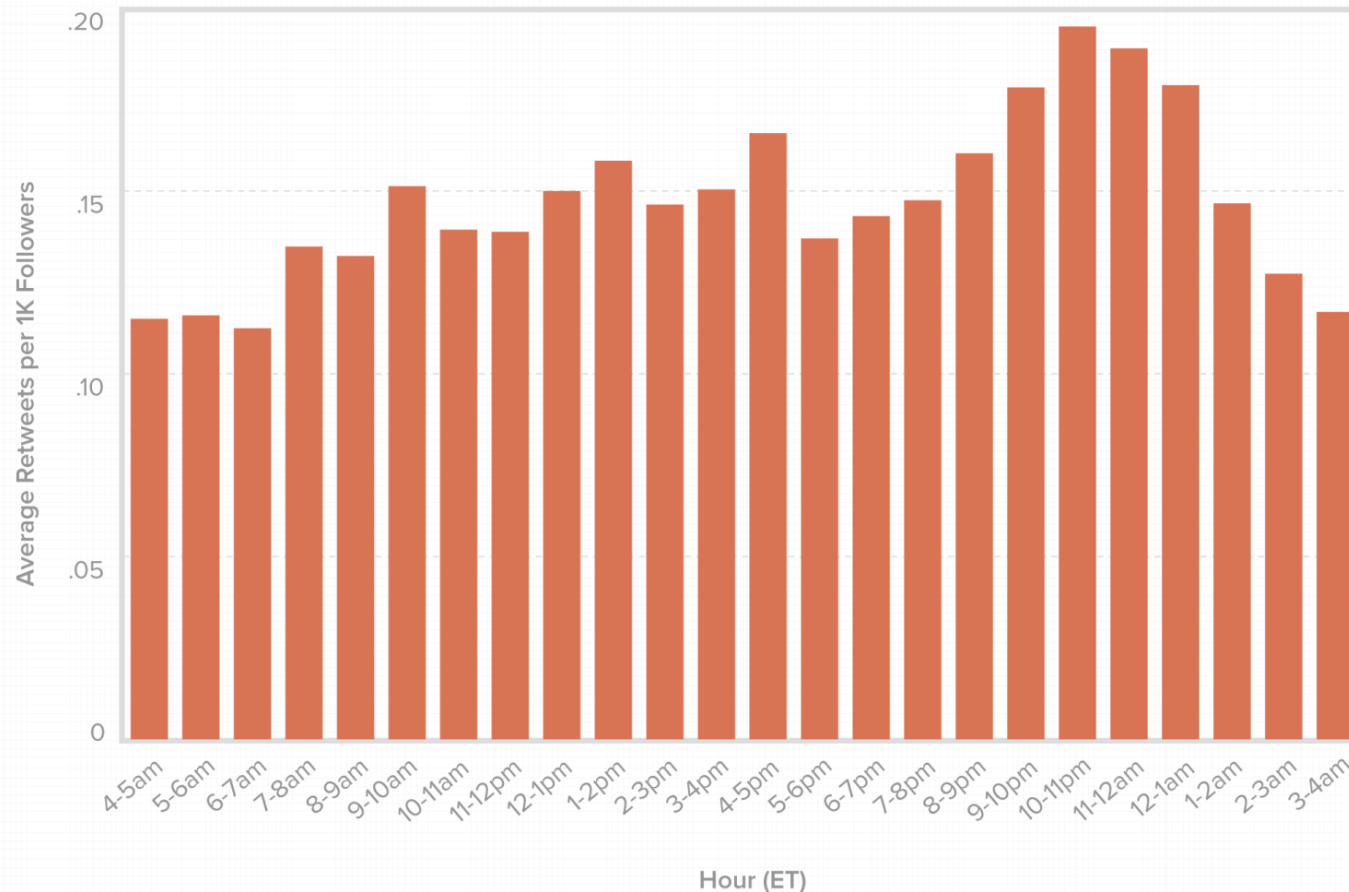


# Respond in an hour

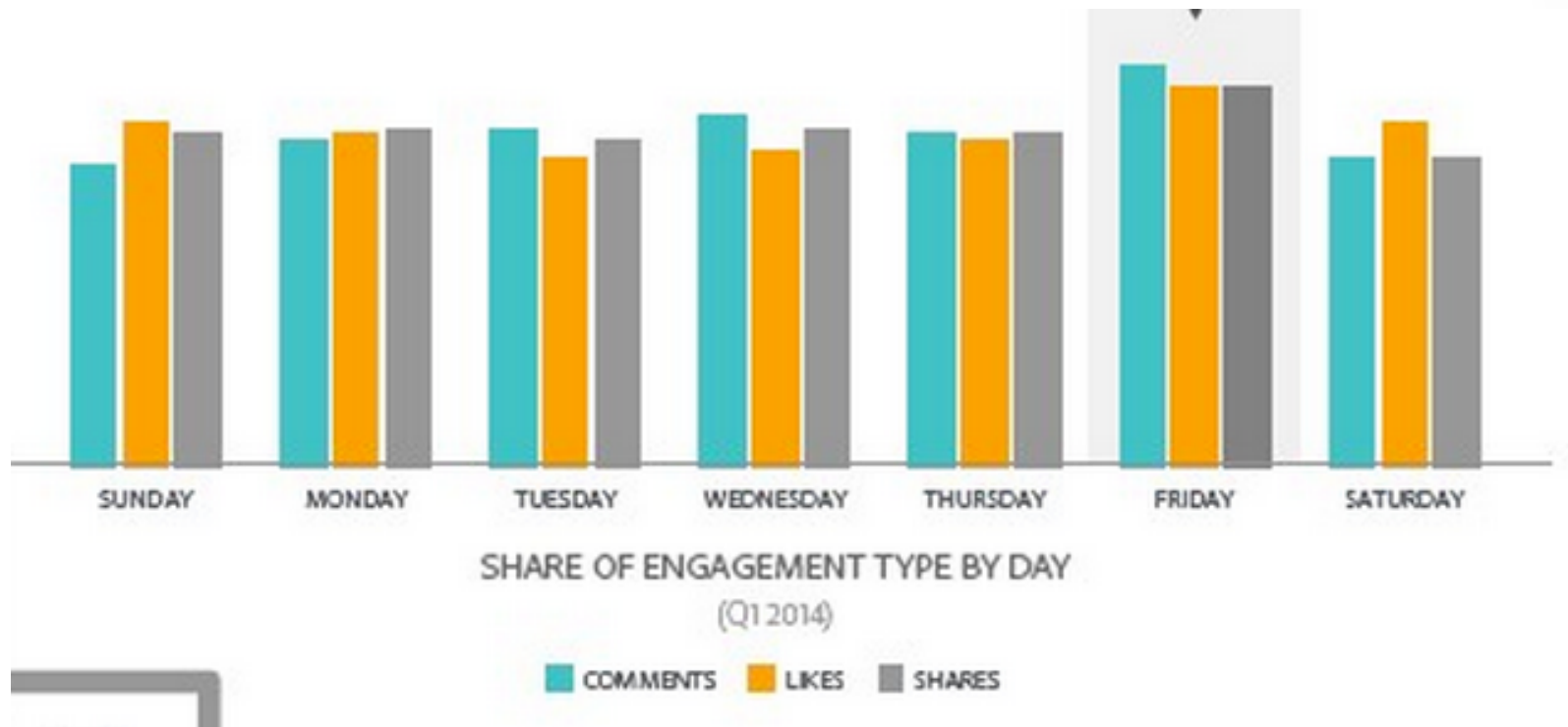


# Late night is best time for retweet

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

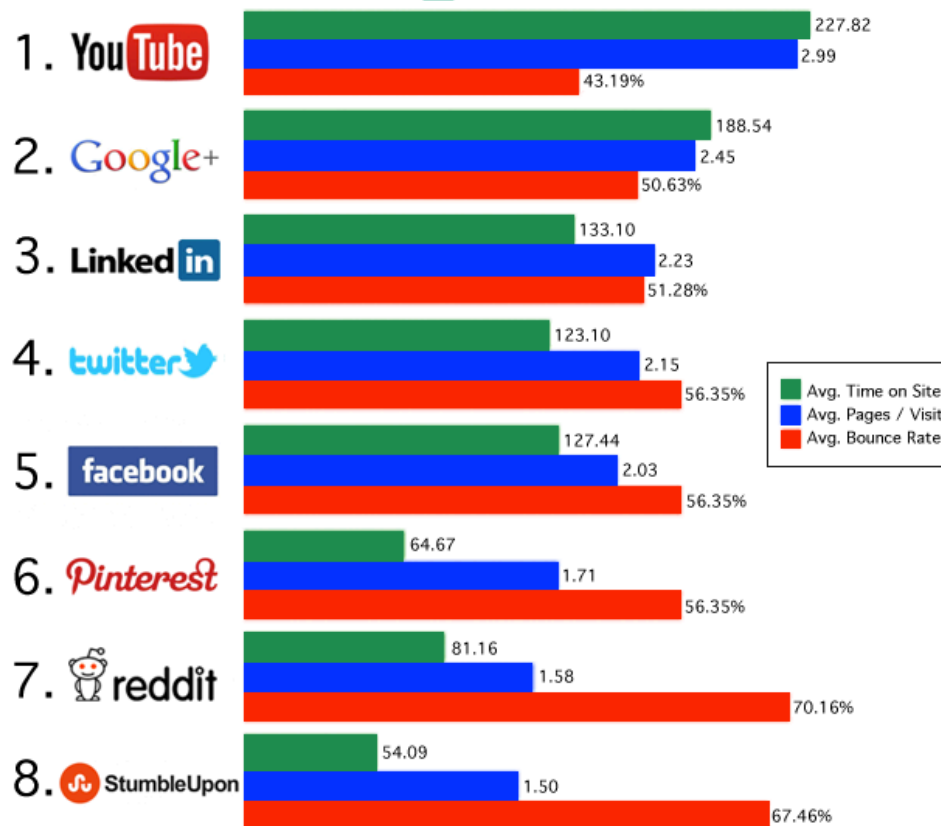
www.eMarketer.com

# Top Traffic vs. Time on Site

## Social Media Post-Click Engagement

(September 2013 - February 2014)

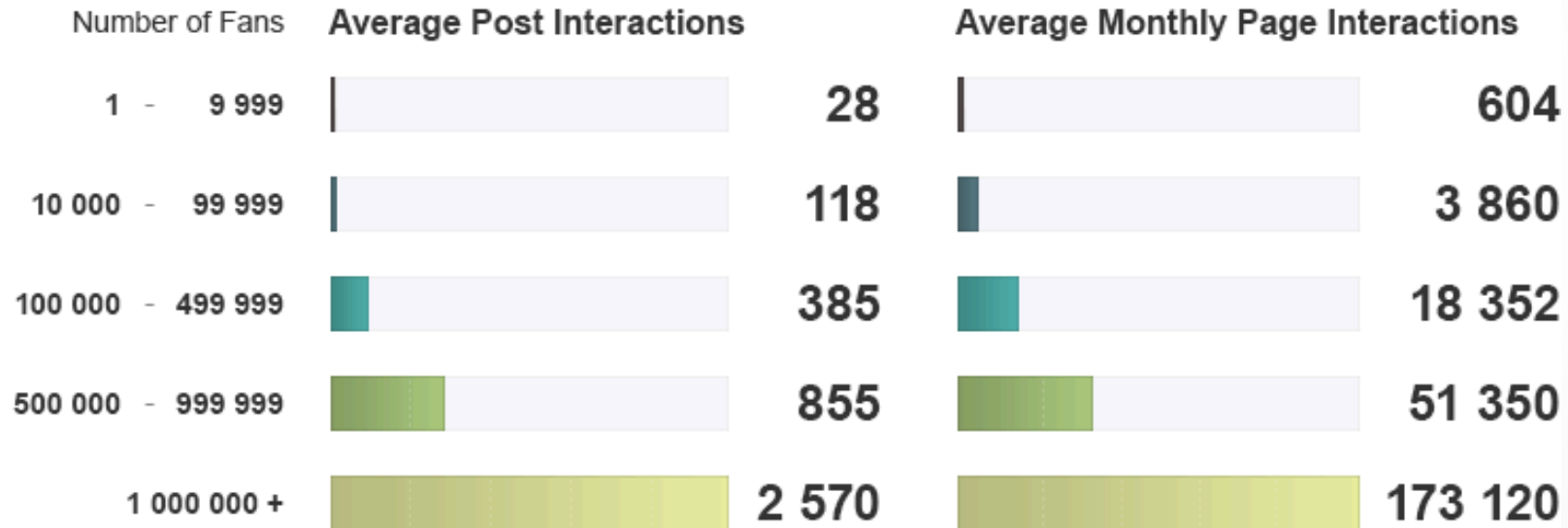
Presented by:  Shareaholic



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



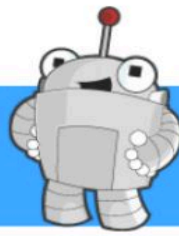
# Use Pinterest better

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



# Step 1:

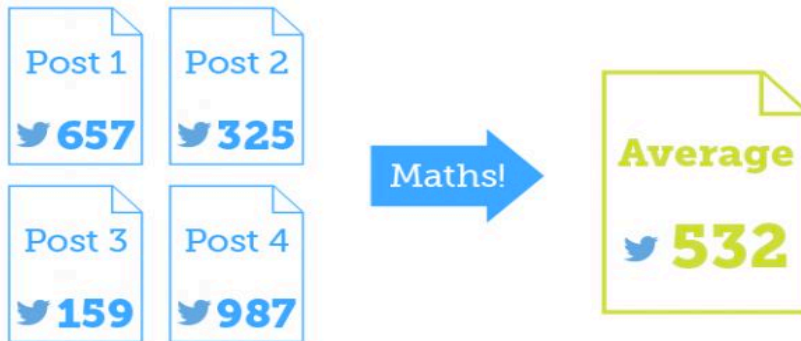
Determine relative performance



START  
HERE

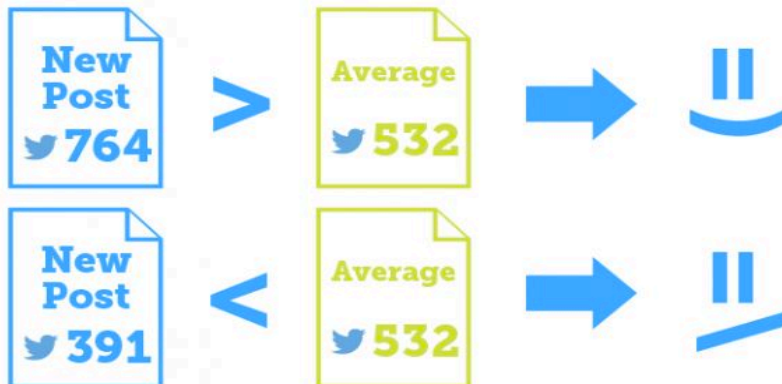
## First, set the expectation.

How many tweets should I expect to get?



THEN

## Then, see if you've met it.



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

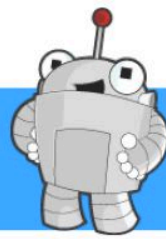
# Quantify

**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%	} <b>Google Analytics</b> Average: 132%	} <b>Overall</b> Average: 113%
# Thumbs up	140%		
# Comments	86%		
FB likes	94%	} <b>Social metrics</b> 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

# Lead Generation Metrics

- Lead Generation team % of Contribution to Sales Funnel (Opportunities)
- Lead Generation team % of Contribution to Sales Revenue (Wins)
- Quantity of Sales Qualified Leads (SQL's) delivered to Sales



#dimbootcamp

# Continue the learning journey!

<http://digitalfilipino.com/influence>