

THE K.I.S.S CHECKLIST TO MONITORING THE EFFECTIVENESS OF YOUR MARKETING ACTIVITIES

1. Set your goals (and make them S.M.A.R.T.)

- ▶ Specific (simple, sensible, significant):
- ▶ Measurable (meaningful, motivating):
- ▶ Achievable (agreed, attainable):
- ▶ Relevant (reasonable, realistic and resourced, results-based):
- ▶ Time bound (time-based, time limited, time/cost limited, timely, time-sensitive):

2. Set-up appropriate tracking tools

Our top three:

- 1. Google Analytics
- 2. Facebook Insights
- 3. Email Marketing

Top tip: Most CRM platforms will have built in reporting tools

3. Identify your key insights

As a base, determine the below, then build your reporting from this:

Audience Demographics:

- ▶ Age:
- ▶ Gender:
- ▶ Location:

Website: Traffic Drivers

- ▶ Organic Search:
- ▶ Direct:
- ▶ Social:
- ▶ Referral:

Social Network Referrals:

- ▶ Facebook:
- ▶ LinkedIn:
- ▶ Instagram:

Popular Landing Pages

- ▶ Home:
- ▶ About:
- ▶ Contact:

Ask your Audience

Ask your audience/clients to complete a short survey to measure the effectiveness of your marketing campaigns.

Question examples to get you started:

- How did you hear about us?
- What social media do you use?
- What platforms do you follow us on?
- Have you signed up to our newsletter database?