

Glen Eira City Council Presents

# DIGITAL PATHWAYS FOR BUSINESS

Made possible by the Metropolitan Partnership  
Development Fund.



# How to measure your success

Seminar ten





## OVERVIEW

1. A quick refresher on the SMART approach

2. Choosing what to measure

3. Vanity metrics

4. Types of metrics

5. Tracking your metrics

6. Qualitative vs. quantitative metrics

**SMART goals are....**

**Specific**

**Measurable**

**Achievable**

**Relevant**

**Time-bound**





## 2. CHOOSING WHAT TO MEASURE



**Make sure the KPIs you settle on are:**

- **A measurement of your marketing activity OR a leading indicator**
- **Are informed by a baseline performance**
- **Need to be measurable**

### 3. VANITY METRICS

**Vanity metrics make you look good, but don't help you understand the performance of your business or translate to any meaningful results.**



#### 4. CHOOSING A QUANTIFIABLE METRIC

- **Overall website traffic**
- **Traffic by source (organic, direct, referrals, social)**
- **New visitors vs. returning visitors**
- **Sessions**
- **Average session duration**
- **Page views**
- **Most visited pages**
- **Exit rate**
- **Bounce rate**
- **Cart abandonment**
- **Conversion rate**
- **Impressions**
- **Social reach**
- **Social engagement**
- **Email open rate**
- **Click through rate**
- **Cost per click**
- **Cost per conversion**
- **Cost per acquisition**
- **Overall ROI**

## 5. TRACKING YOUR METRICS

### WEEKLY

Traffic

Social media performance

### FORTNIGHTLY

Leads/subscribers, opportunities,  
customers

Unqualified leads or lost contacts

Conversion rate

### MONTHLY

Email performance

Site performance (speed etc)

Existing lead engagement

Traffic sources

### QUARTERLY

Pages with highest traffic

User paths on your website

Keywords

Landing page performance





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## Workshop tasks:

- Revisit the SMART goals you set at the beginning of the course – have they changed? If so, make those changes
- Come up with 3-5 metrics that you can use to measure the success of your digital marketing strategy.
- Alternatively, think about your customer's journey and what actions they might take online that would indicate your strategy is working.
- If you have one handy, ask a customer or client what you could do to make their experience with your business online better.

