Glen Eira City Council Presents DIGITAL PATHWAYS FOR BUSINESS

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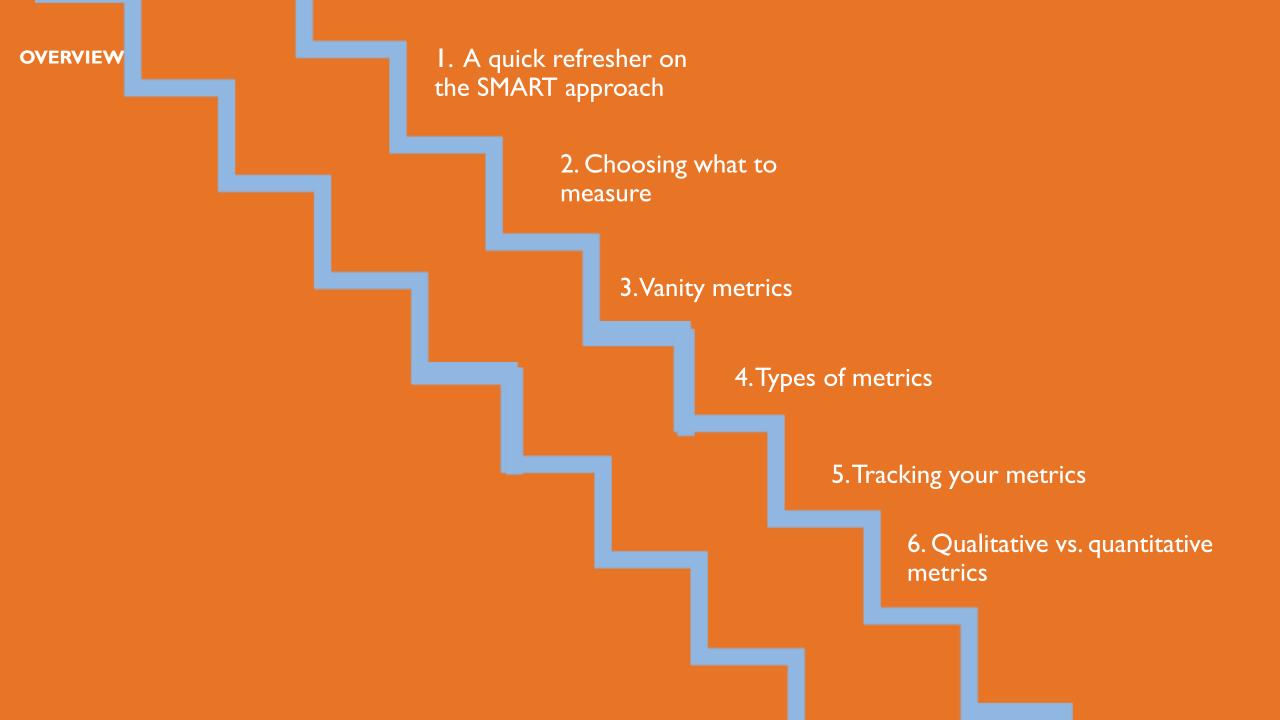




GLEN EIRA CITY COUNCIL

How to measure your success Seminar ten

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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

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

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



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.

