

8 Points Checklist to Track ROI & Build Data Driven Campaigns



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LOOKING TO TRACK ROI AND BUILD BETTER CAMPAIGNS? HERE IS A 8 POINT CHECKLIST TO HELP YOU OUT...

Companies that run an ineffective campaign incur massive fortune loss in terms of wasted budgets and an array of missed opportunities. Business owners looking to measure the impact of their marketing efforts on the total percentage of their sales revenue must do well to essentially take initiatives to monitor and track the performance of their marketing and advertising campaigns.

Different methods of calculating ROI can bring forth a more transparent picture of what's going on with a specific marketing campaign.

HERE ARE EIGHT EXCLUSIVE YET SIMPLE- TO-ADOPT WAYS TO MEASURE ROI FOR YOUR MARKETING CAMPAIGNS.

One: Start with a Direct ROI Calculation

Begin with a direct calculation of ROI. The most obvious way to do this is by tracking sales or the total value of leads generated. This data comes handy when deciding marketing strategies for your business.

Two: Use Google Analytics to Track Brand Awareness

Data derived from Google Analytics can be very helpful in determining the marketing ROI, more specifically from content marketing and social media marketing.

Here's what you must do:

Tip 1: Start by tracking which strata of content (e.g. blog posts, infographics, videos, etc.) generate the highest volume of traffic.

Tip 2: Test and analyze what kind of content and taglines inspire target audiences to click.

Tip 3: Look for qualitative actionable data.

Three: Add Multiple Conversion Points on Site

Not all your visitors will go straight to your “Product Pages”, click on your “Buy Now” buttons and make a purchase at the very first instance they visit your site. That’s why you must add multiple conversion points to your site.

Here’s how you can do it:

Tip 1: Place ads on site targeting regular visitors. Use ad content to deliver powerful, persuasive and relevant messages to targeted audience. Apply behavioral or contextual targeting to the desired demographic segment.

Tip 2: Ensure best keywords, which your target audience is likely to search, in the text copy. Use the same terms within Meta titles that appear in the search engine results.

Tip 3: Include creative and powerful call-to-actions throughout your site to lead visitors to take the desired action.

Four: Set Smart Benchmark Goals for Online Ad Campaigns

You can exceed past simple calculations in order to understand more about what works best and what doesn’t for the target audience. One means of doing this is to set to-the-point, relevant, measurable, achievable, and timely goals for ad metrics.

Here’s a list of some other things to remember:

Tip 1: Set goals that motivate you. Make sure that the intended goals are important for your business.

Tip 2: Do well to measure your progress and seek advice throughout the pursuit towards your conversion goal.

Tip 3: Don't add too much complexity to your conversion goals as it may dramatically impact your productivity and motivation.

Five: Create a Social Listening Dashboard

Huge loads of social media buzz happen away from ads or promotional content, and marketers should tap that data as well. A simple method to do that is to devise a social listening platform to capture consumer sentiment and the popular view about a brand or a product.

Here's a list of 7 tips to build a social listening platform:

Tip 1: Add alerts for major keywords related to your business and competitors in your Google Alerts Dashboard.

Tip 2: Use a RSS reader with social integration such as Feedly to track any latest updates from blogs you've chosen.

Tip 3: Identify social media influencers related to your industry and add them to your social listening dashboard.

Tip 4: Use tools such as nutshellmail, Twilert, HyperAlerts, and Pinalerts to set up social media alerts for your keywords, competitors, and brand.

Tip 5: Track social mentions. Use tools such Mention.net to get a real-time alert about any social mentions related to your brand.

Tip 6: Creates customized streams across multiple social platforms to track social conversations about your brand, products or services. You may use an integrated tool such as Hootsuite for the same.

Tip 7: Don't forget to check tool alerts notifications and see the impact of your social listening activity on a daily basis.

Six: Use Micro Surveys

Micro surveys are a commonly used means to get important data from your site visitors without too much efforts. As the name goes, micro surveys are small questionnaires given to visitors who land up at your site.

Here're some tips to effectively use micro-surveys to your advantage:

Tip 1: The very tip is to clearly defining your goals for creating micro surveys. This will keep you focused on using only the most relevant and important questions to keep your survey straight to the point.

Tip 2: Today's modern-day discerning consumers don't have time to go about filling in long surveys. So, ensure a short surveys that just take a few minutes to complete. Use not more than 5-7 questions in your surveys.

Tip 3: Remember, using complex and difficult to understand questions discourages visitors to take the survey. So, it makes sense to keep your questionnaire simple and easy. It makes sense to use close-ended questions.

Tip 4: Images added in a survey increase the fun quotient of the survey. Therefore, it makes sense to add images to your survey and avoid too much text to make the surveys interesting and fun for your audiences.

Tip 5: Start by asking general questions first and narrow questions towards the end of your survey. Ask for email addresses or contact information at the end of the surveys.

Seven: Use Specialty Data from ROI

As said earlier, the simplest ROI calculations don't account for all the various methods in which content marketing campaigns can help a business or an establishment. The more we bring the actionable to the front table, the more complete the picture becomes of how valuable or effective a particular strategy is.

One way to realize the value of your content is by using subjective data as part of your ROI calculations.

Eight: Segment Audiences for More Detailed Measurements

It is imperative to fragment audiences for ROI measurements for efficient and effective online marketing. This is because there is too large an audience to group them into one lump and to spend budgets wisely.

Segmentation\Fragmentation of audiences can be done in many forms; and it's possible that many business owners already perform some data segmentation or have the capability to do so with the implements they already utilize.

Some of the most popular classifications are:

- Demographics,
- Psychographics,
- Ethnicity,
- Buying behaviors.

So there you have it! Eight simple point checklist to track your ROI and use data to build actionable campaigns. Following this checklist will help you measures the ROI and get a good understanding of the effectiveness of your ads, social media marketing, blogs, emails and other marketing tactics.