



MARKETING METRICS THAT MATTER: 5 TIPS TO CONSIDER WHEN DEVELOPING KPIS.

Key Performance Indicators (KPIs) are valuable insights that help you make informed decisions. Measuring the right marketing KPIs allows you to evaluate your efforts while enforcing long-term strategy.

What are the right marketing KPIs and how to do you set them? We're here to help with these five tips.

1. DECIDE ON YOUR OVERALL GOAL & OBJECTIVE

KPIs should always be based on strategy. Without a strategy, you risk losing focus, making your KPIs meaningless. Review your business goals and decide what metrics will help you achieve that goal.

2. CONSIDER WHERE YOUR COMPANY OR BRAND IS CURRENTLY

The best way to determine KPIs is look at your data for current performance. From here you can outline improvements. For example, if you need to increase awareness, you can plan to increase website traffic by 10 or 20% and build from there.

3. FOCUS ON ONE TO TWO METRICS TO TRACK AS PRIMARY AND SECONDARY KPIS

Metrics should correlate directly back to business goals and objectives. Focus on one or two metrics for each channel rather than looking at all of the reporting.

4. IDENTIFY HOW YOU'LL TRACK YOUR KPIS

Determine a platform that will help you track these metrics to keep information in one place. Also, determine what tools you will need to track performance. Will you need to place pixels? Do you need to do any additional set up in your GA account?

5. ESTABLISH STANDARD TIMING TO MEASURE KPI PERFORMANCE

Review reports on a regular cadence to determine progress and make optimizations to keep moving towards your goals. Use past performance as a benchmark to track performance, for example month-over-month or year-over-year.

For help setting, measuring and/or analyzing your KPIs reach out to our Business Development Director, at 630-955-2445 or contact us through our website, rkconnect.com.