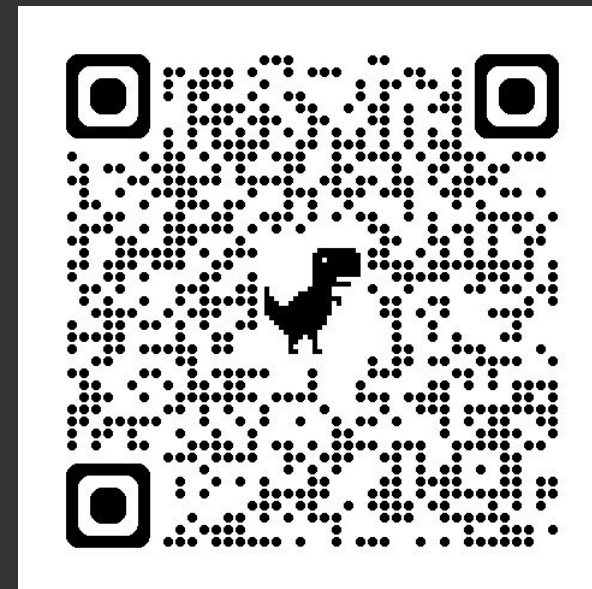


27 Most Important Marketing Metrics Every Business Should Measure

Put your business focus where you can harness the most success



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THE
LOOP
MARKETING



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<https://www.linkedin.com/in/elijahlitscher/>





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Elijah Litscher

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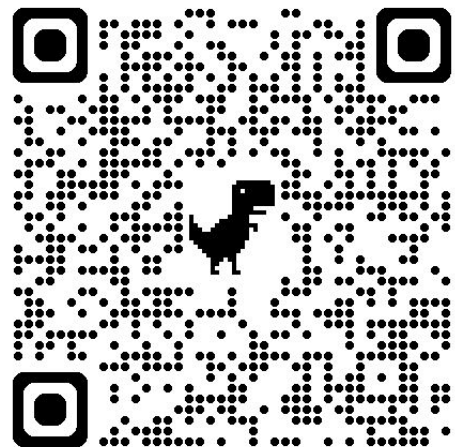
MARKETING

A PROVEN, PRACTICAL GUIDE TO
OWNING YOUR PRESENCE

Why Do We Measure our Marketing Efforts?

27 Most Important Marketing Metrics

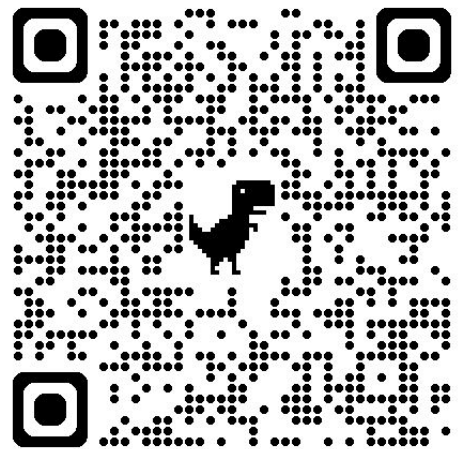
Maximize Return on Investment (ROI)



Why Do We Measure our Marketing Efforts?

27 Most Important Marketing Metrics

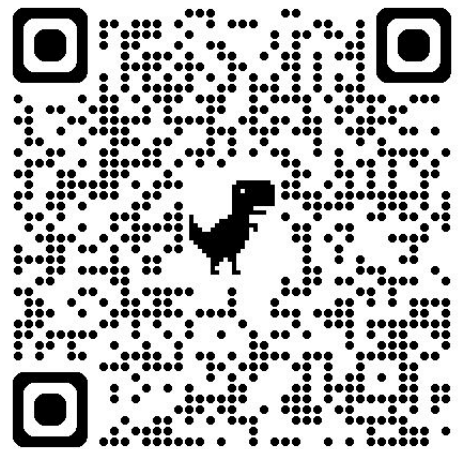
**Focus on what works and
eliminate waste**



Why Do We Measure our Marketing Efforts?

27 Most Important Marketing Metrics

**Make data-driven solutions for
growth**



How Do We Measure our Marketing Efforts?

27 Most Important Marketing Metrics

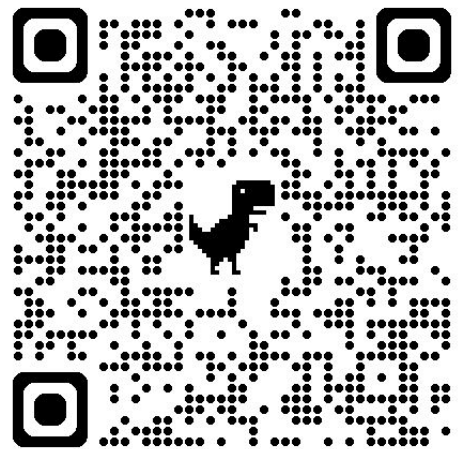
Web Based Analytics: Google Analytics 4



How Do We Measure our Marketing Efforts?

27 Most Important Marketing Metrics

App Based Analytics



How Do We Measure our Marketing Efforts?

27 Most Important Marketing Metrics

Surveys

Brand Awareness

Message Effectiveness

Customer Service

Recommend-ability



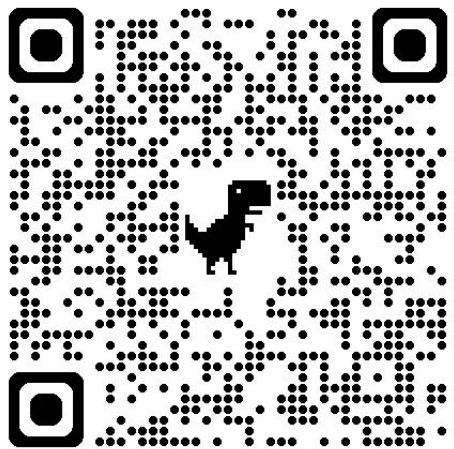
How Do We Measure our Marketing Efforts?

27 Most Important Marketing Metrics

Direct Measurement

Revenue Generation

Brand Lift



How Do We Measure our Marketing Efforts?

27 Most Important Marketing Metrics

Website Performance

Email Marketing

Search Engine Optimization

Paid Advertising

Social Media

Lead Generation

Overall Business Contribution



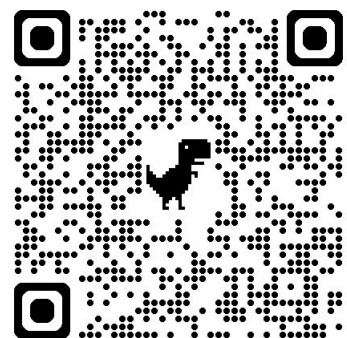
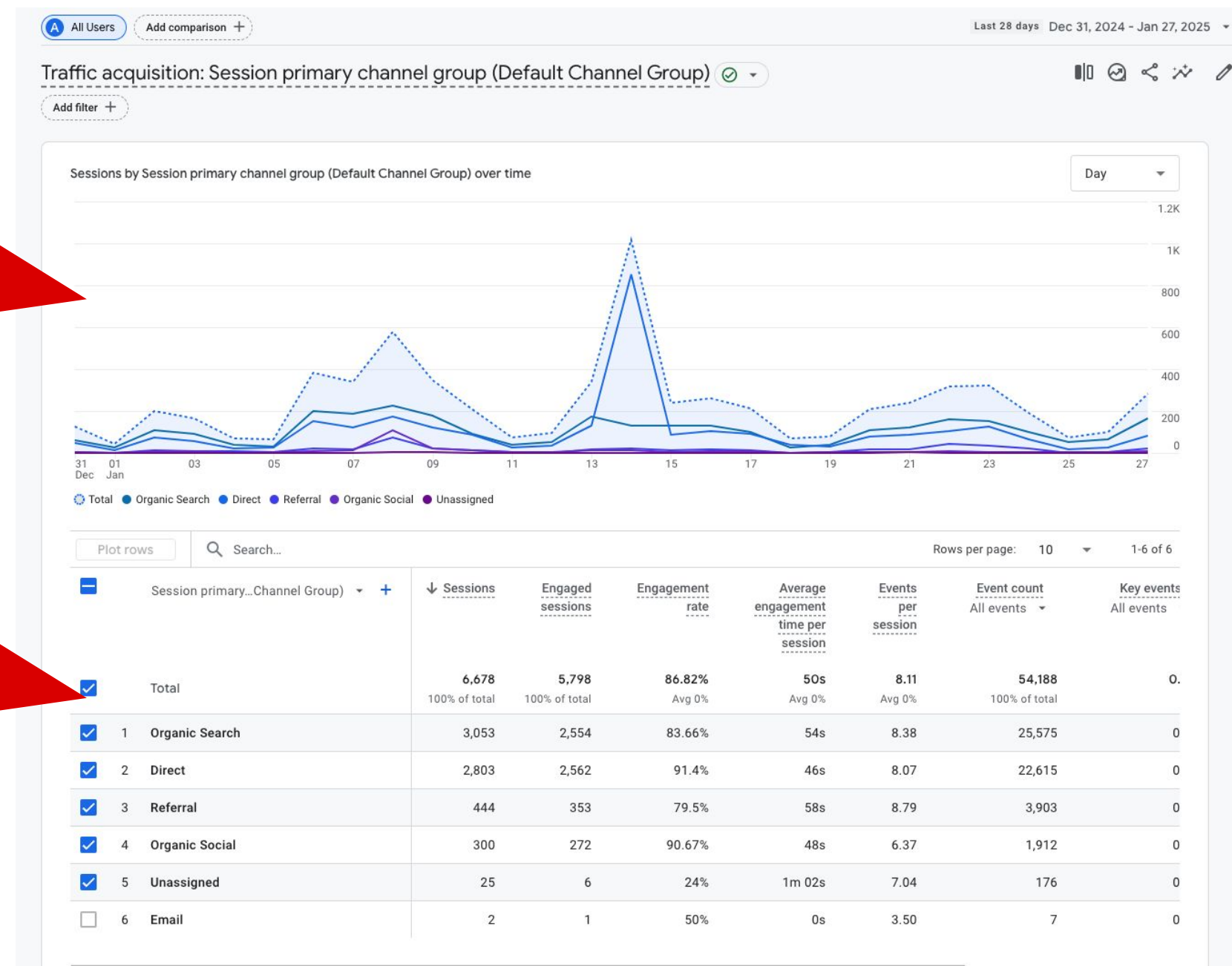
Website Performance

27 Most Important Marketing Metrics

#1 Overall Site Visitor Traffic

over time

#2 Traffic by source

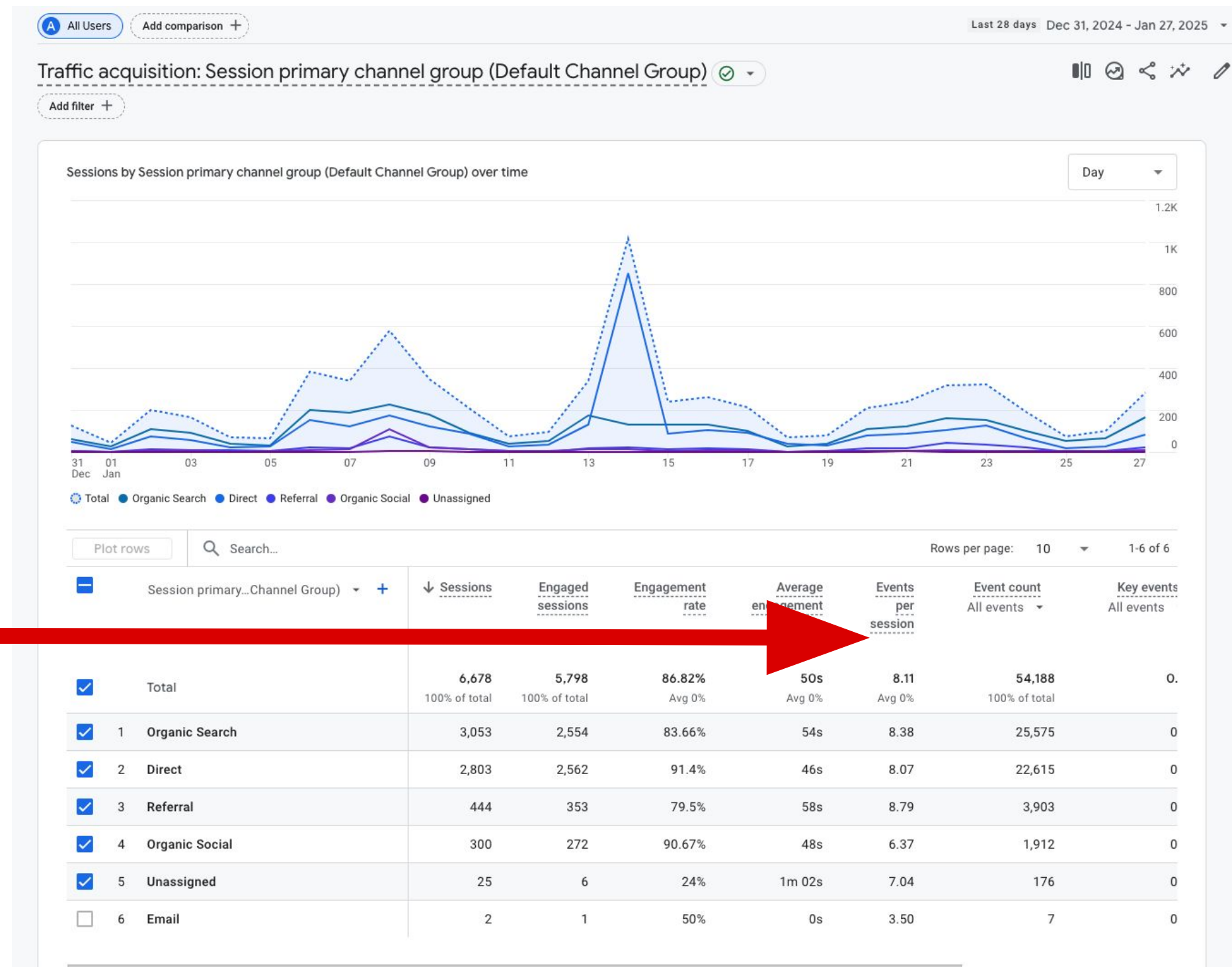
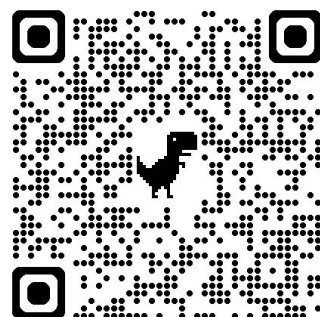


Website Performance

27 Most Important Marketing Metrics

#3 Events Per Session

Total and
by source

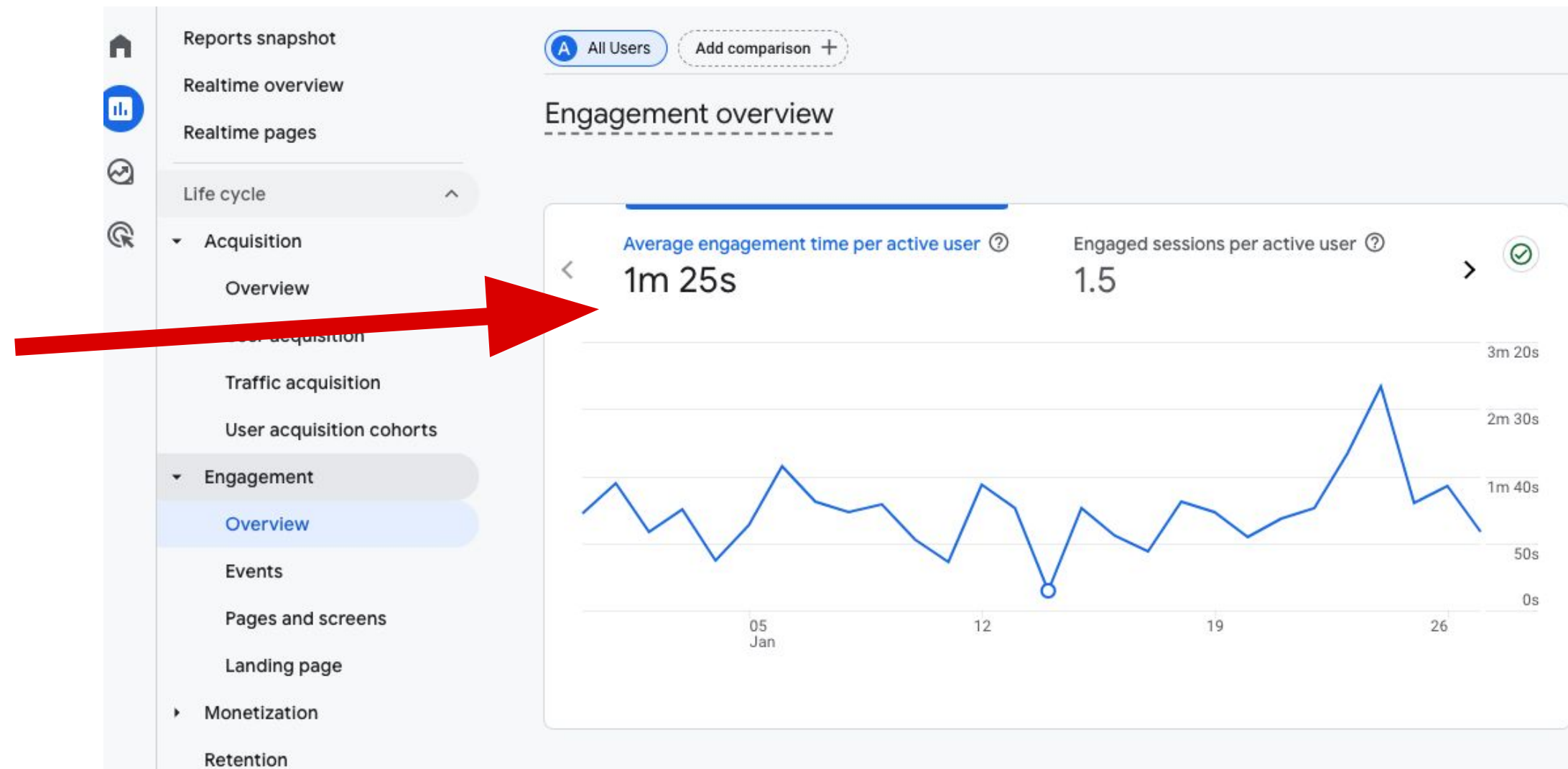


Website Performance

27 Most Important Marketing Metrics

#4 Session Duration

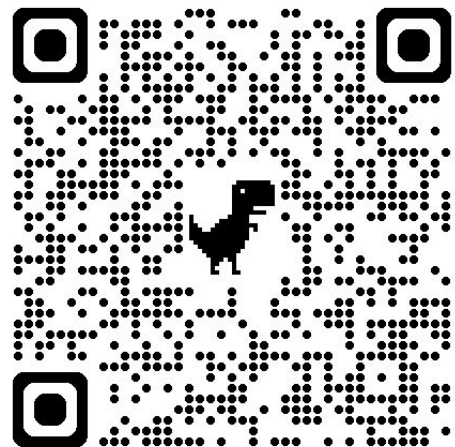
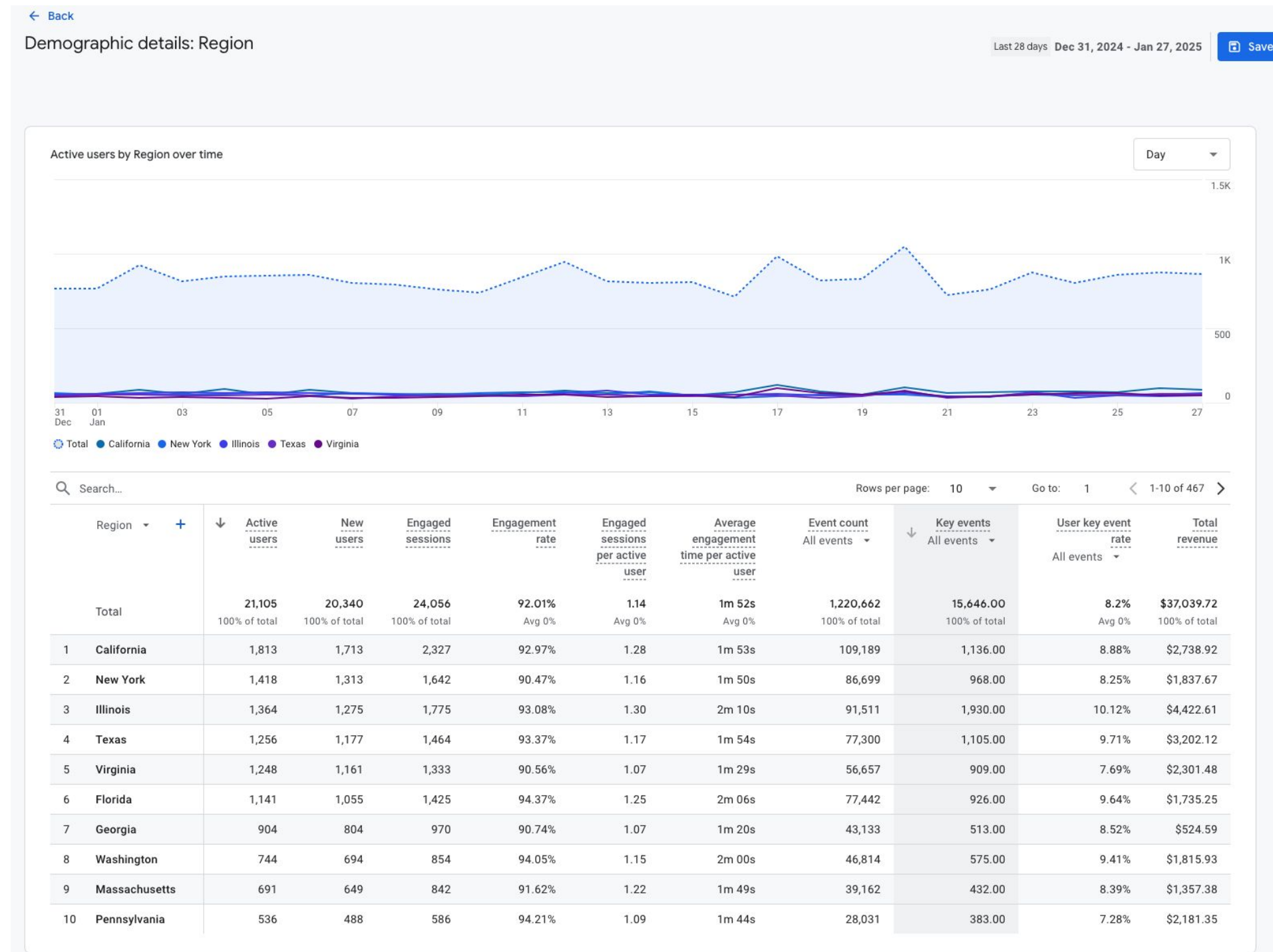
AKA "Average engagement time per user"



Website Performance

27 Most Important Marketing Metrics

#5 Location



Website Performance

27 Most Important Marketing Metrics

#6 Conversion Rate

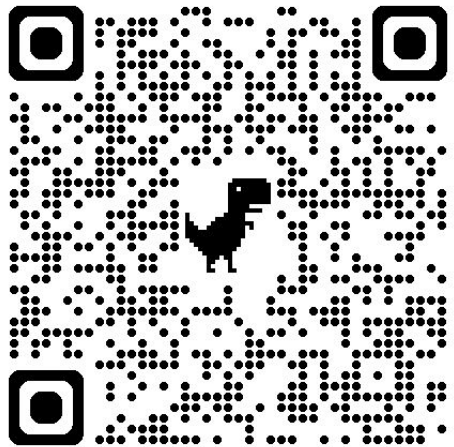
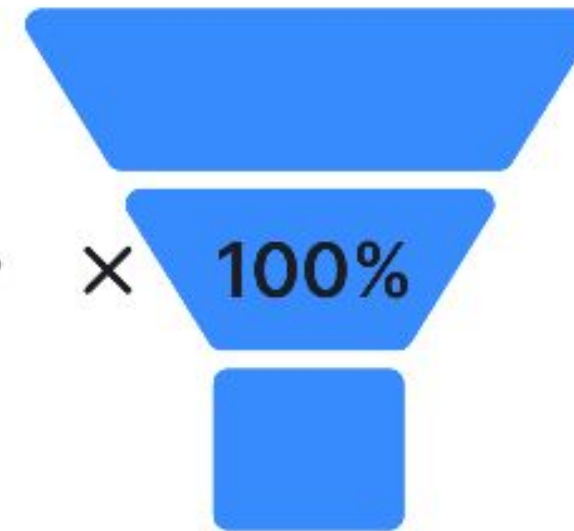
Number of Conversions



Number of Visits

×

100%



Website Performance

27 Most Important Marketing Metrics

Be Careful

Bounce Rate

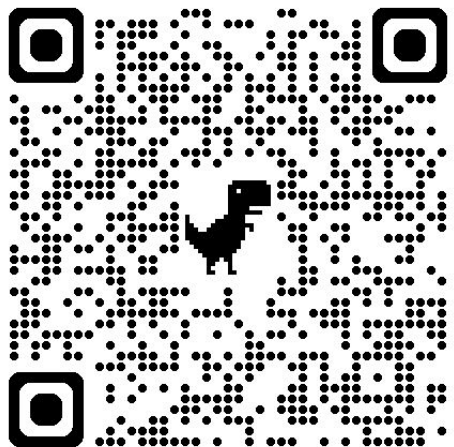


Search Engine Optimization

27 Most Important Marketing Metrics

#7 Organic Search Traffic

#8 Organic Search Traffic



Social Media

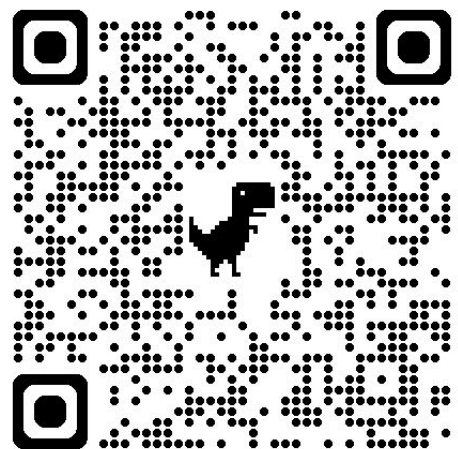
27 Most Important Marketing Metrics

#9 Post Impressions

#10 Reach

#11 Follower Growth

#12 Click Through Rate



Email Marketing

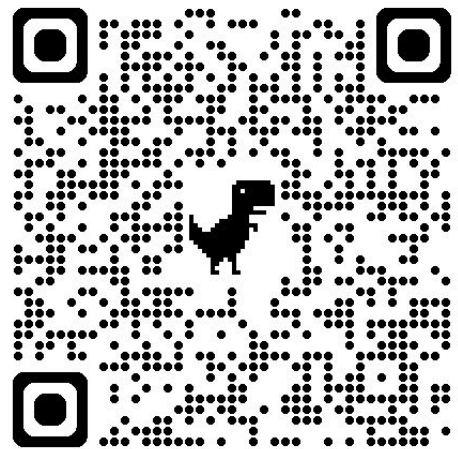
27 Most Important Marketing Metrics

#13 Open Rate

#14 Click Through Rate

#15 Unsubscribe Rate

#16 Bounce Rate



Paid Advertising Marketing

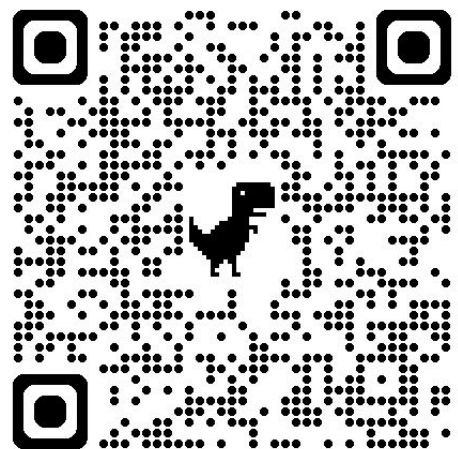
27 Most Important Marketing Metrics

#17 Return on Ad Spend

#18 Cost Per Click

#19 Cost Per Action

#20 Quality Score (Google Ads)



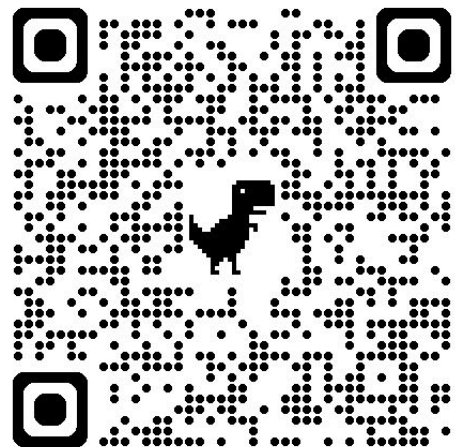
Brand Awareness

27 Most Important Marketing Metrics

#21 Share of Voice

#22 Brand Impressions

#23 Branded Search Volume



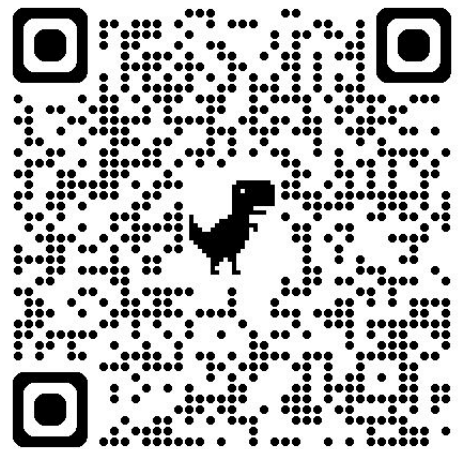
Brand Attitude

27 Most Important Marketing Metrics

#21 Share of Voice

#22 Brand Impressions

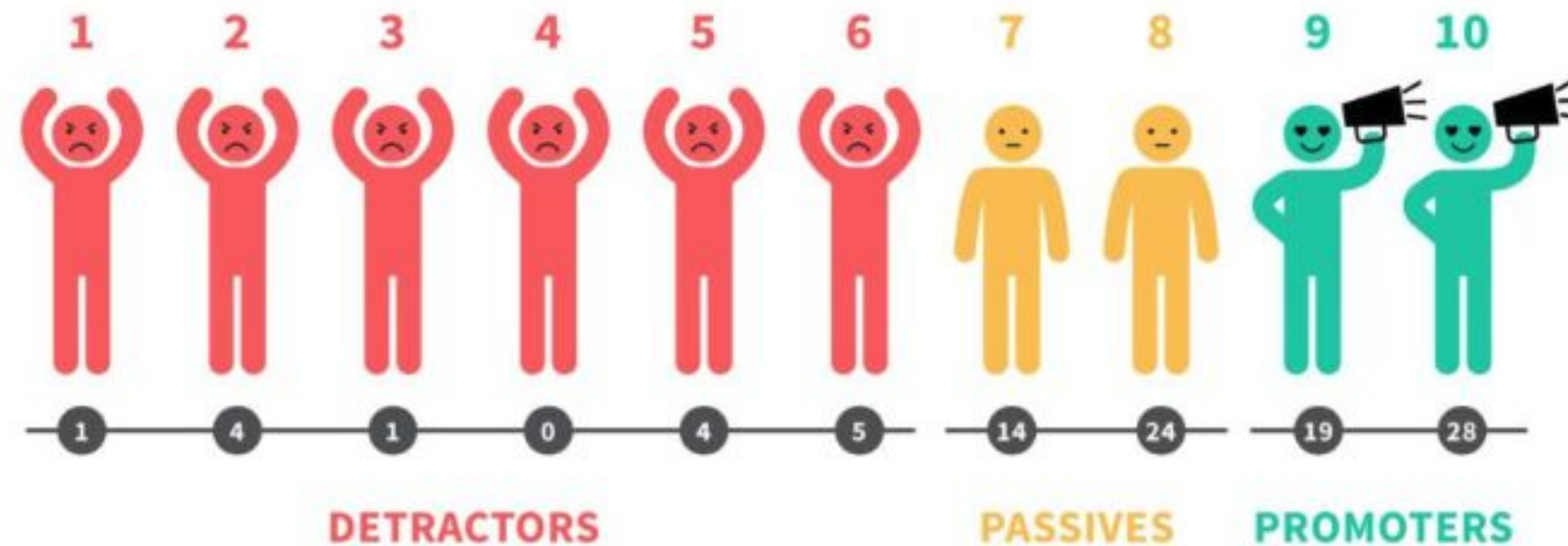
#23 Branded Search Volume



Lead Generation

27 Most Important Marketing Metrics

#24 Net Promoter Score

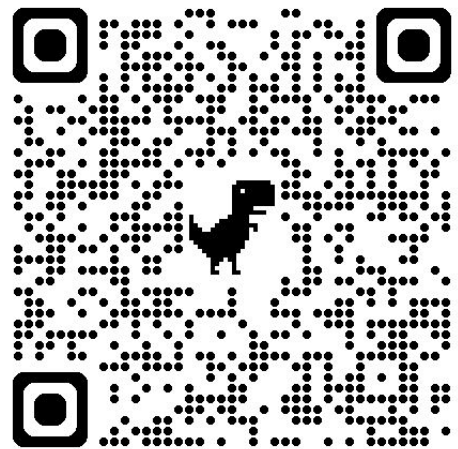
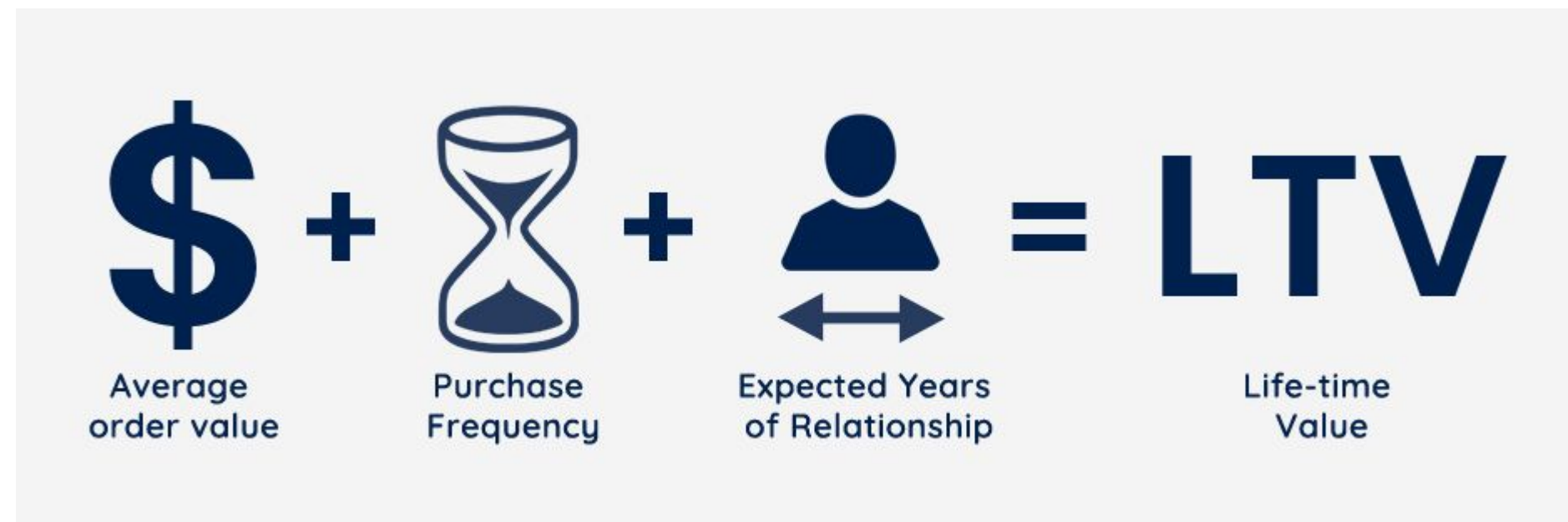


Lead Generation

27 Most Important Marketing Metrics

#25 Customer Acquisition Cost

#26 Customer Lifetime Value



Lead Generation

27 Most Important Marketing Metrics

#27 Return on Investment

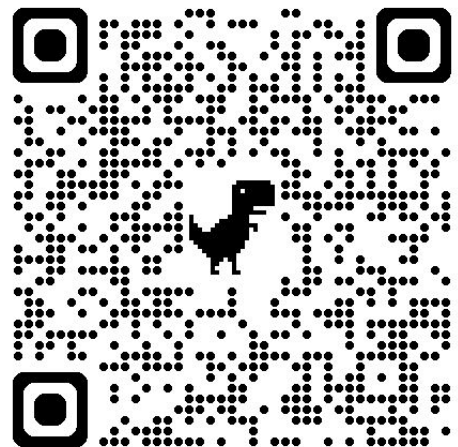


Return (Benefit)

_____ = ROI



Investment (Cost)



Questions?

27 Most Important Marketing Metrics

