5 key metrics to help you measure your online marketing efforts

Keep track of your marketing success with these simple measurement techniques.

Back to Basics

In every field from sports to science to business, all improvements begin with measurements. This is especially true for marketing; unless you measure your results and compare them to something, you will never know if your efforts are actually working. So before you throw time and money at your first marketing campaign, let's get to grips with the basics, because it's never too soon to start tracking your business's success.

Tools for successes

With the right tools, you can measure which parts of your marketing are working well, and which are underperforming. This information allows you to replicate successes and learn from failures, resulting in more efficiently optimised marketing. Here are the 5 most important metrics to help you measure your marketing efforts. We recommend you print this out, so you can complete the metrics table on the last page.

Contents

1. Benchmarking

Even a diet begins with a weigh-in at the start, and it's the difference in the numbers before and after that counts. If you want to measure the effectiveness of your marketing efforts you'll need to give your business's digital presence its own weigh-in before you start, giving you a benchmark to compare your results against later.

We offer a quick and easy Digital Health Check, so that you can discover exactly where you stand before you launch your campaign.

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2. Click
through rate

This metric helps you directly measure how engaging your advertising is. If someone clicks on your advert, it means there is something they find interesting about it. This is great, but what you really want to know is the rate of clicks. If your ad is viewed 100 times and you get 5 clicks, then you have a click through rate of 5%.

If you run two different versions of an advert, and one has a much higher click through rate than the other, then you know that the public are finding that advert more helpful and relevant.

With this feedback, you can do more of what is working, and less of what isn't, making your adverts more cost-effective.

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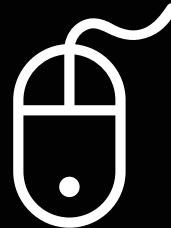
3. Conversion rate

Conversions are a crucial sign of your campaign's success. They happen whenever a visitor to your website does something valuable to your business. This can be anything from completing an online purchase, to filling out an online form, to emailing you. You might even consider someone visiting your "How to find us" page to be a conversion - it's up to you.

So once you have decided what a conversion is, you can start measuring them to get your conversion rate. If one purchase is made for every 100 site visits, then your conversion rate is 1%. Of course, not everyone who visits your site will purchase a product, or even make an enquiry, but monitoring conversion rates helps you understand how well you are guiding visitors to your goals.

4. Bounce **Rate**

This is one of the simplest metrics, providing a great insight into people's initial impressions of your site. The bounce rate refers to the number of visitors who arrive on your website, but leave without having clicked on any of the content.

There will always be a proportion of people who do this, and any number under 40% is considered very good. However, if this number is too high, it means that you should make your site easier to use, more informative and more clearly signposted to draw your customers towards your goals.
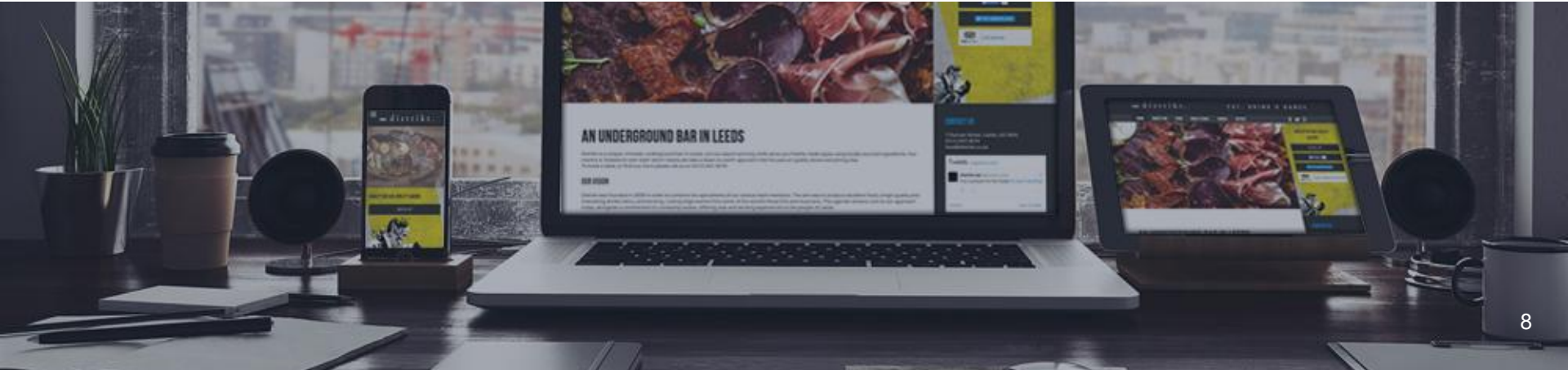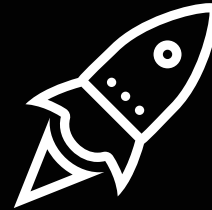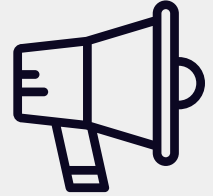
5. Cost per lead

All these measurements also allow you to calculate a very important figure - your cost per lead. For example, if you spent £1,000 on marketing, and this resulted in 200 leads, then your cost per lead is £5.

Depending on the cost of your product or service and the profit margin you make on each sale, the cost per lead figure will let you know if you are getting good value for money.

Of course, once you optimise your marketing, you can bring down your cost per lead by focusing on the most efficient marketing methods.

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Conclusion

The key to generating new sales with an effective campaign is to make sure that you're constantly measuring your online advertising and optimising accordingly. Once you get started, you'll soon gain confidence and experience, and you'll find that each time you refine your marketing, it gets that bit more efficient at bringing in new leads and sales.

Not only will JPIMedia run your campaigns across all the most important channels, but we will make sure your reporting is clear and digestible. These reports could be the secret to unlocking your marketing potential and growing your client-base. Start measuring now, and when you begin your marketing campaign you'll have a precise view of how it benefits your bottom line.

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Keep track
of your metrics

Print out a copy of this so you can
write in your own metrics.

Metric	Benchmark	Campaign result
Click through rate		
Conversion rate		
Bounce rate		
Cost per lead		

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help you

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