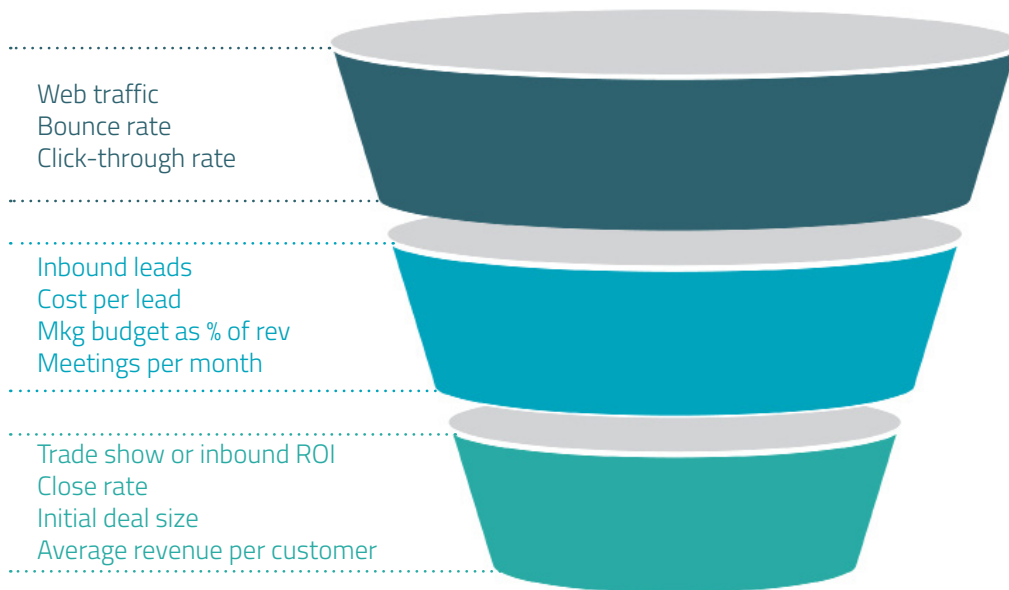


Marketing Metrics that Matter

KPIs to identify & improve your marketing ROI

Companies we've worked with tend to fall into two camps: those who measure everything and those who don't know where to begin. Wherever you're starting from, to truly measure the effectiveness of your sales and marketing, the first step is to identify a few critical KPIs, or Key Performance Indicators, and track them month after month.

To develop a marketing and sales dashboard, here are some important metrics:



4 Misleading Marketing Metrics:

1. **Number of Impressions:** Click-through rate is a far better measure of effectiveness
2. **Number of Followers:** Click-through rate is a far better measure of effectiveness
3. **Total Traffic:** Measure organic traffic instead to get a true picture
4. **Total Leads:** Measure qualified "A" or "B" leads

Ask Yourself:

- What data is available?
- What do I track today?
- Which are the truest indicators for revenue growth?
- Where are the gaps in my visibility?
- How can I resolve them? (Ex: incoming call log)
- What are my goals for each metric? (Try the Inbound Traffic Calculator or [request an assessment](#))

Marketing KPI Worksheet

Metric	YTD	% Change	Goal
Ex: Organic traffic			Ex: 3700 unique visitors/mo
Ex: Bounce rate			Ex: 50%
Ex: Conversion rate			Ex: 3%

Looking for benchmark metrics in your industry?
 Contact us at info@launchsolutions.com