



The Path to Digital Journey

SUBJECT CODE: 21DMS001

FACULTY NAME: MS. LAVINA GOYAL

DIGITAL MARKETING STRATEGY

Session 6: Digital Marketing Metrics

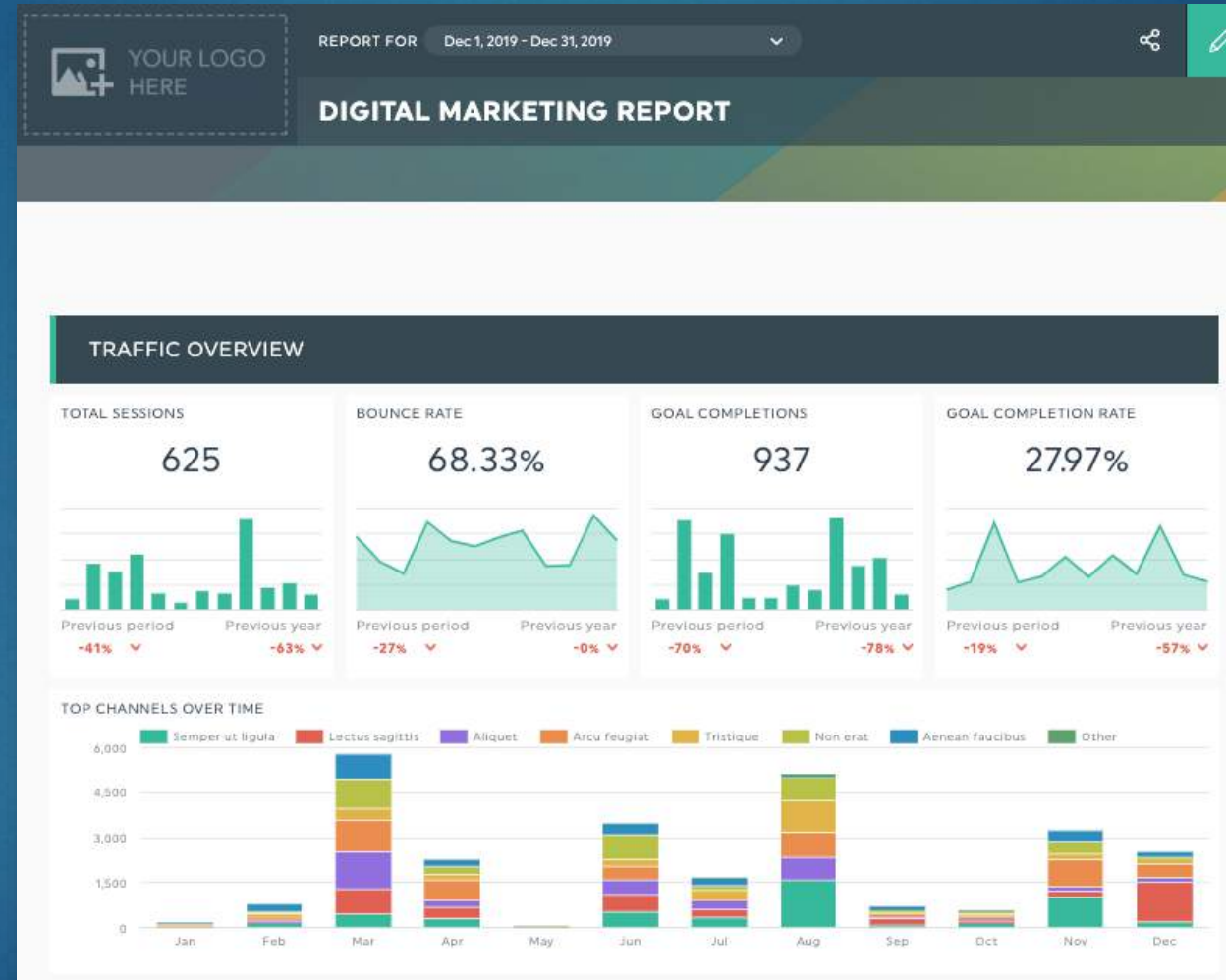


Digital Marketing Metrics



- ▶ This digital marketing metric will highlight which pages are the most prominent on the internet, particularly in search results.
- ▶ How would you know if your marketing efforts are effective or not if you aren't tracking them? That's when KPIs, or Key Performance Indicators, come in handy!
- ▶ KPIs allow you to track the indicators that are most important to your company so that you may continue to grow.

Digital Marketing Metrics



<https://dashthis.com/blog/digital-marketing-kpis-and-metrics-ultimate-guide/>

Digital Marketing Metrics



- ▶ *Digital marketing KPIs are metrics that are directly tied to your digital marketing strategy, such as:*
 - Lead generation KPIs,
 - Brand awareness KPIs,
 - Sales growth KPIs,
 - Search engine optimization (SEO) KPIs.

Digital Marketing Metrics



► These KPIs can come from multiple types of tools and platforms:

- Your social media channels: LinkedIn, Facebook, Instagram, Twitter
- Your PPC tools: AdWords, now Google ads, or bing ads
- Your web analytics tools: Google Analytics
- Lead conversion tools, or your sales team's tools.



Digital Marketing Metrics

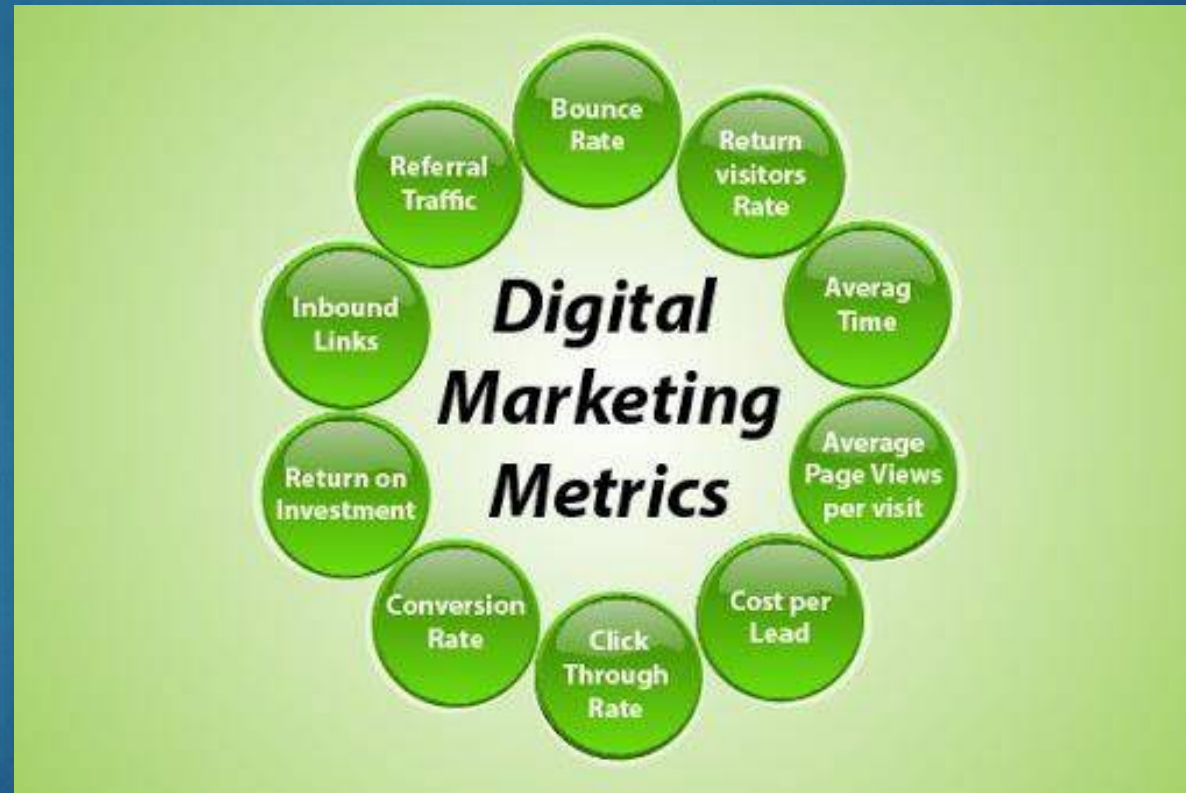
Best Digital Marketing Metrics

The top KPIs for modern digital marketers that are data-driven:

- Web traffic sources
- Brand awareness
- Cost per lead
- Website traffic leads
- Returning visitors
- Online conversion rates
- Lead conversion rates
- Click thru rate
- Customer lifetime value

Digital Marketing Metrics

Digital Marketing Metrics





Digital Marketing Metrics

Why You Need to Track Your KPIs

- ▶ To have a better understanding of your marketing performance and, as a result, achieve your marketing objectives.
- ▶ To have a clear view of what's working and what isn't, you'll need to track your digital marketing analytics. If your media plan is profitable, but you don't know where the money is coming from, you'll never know where to put your marketing dollars.
- ▶ For example, your SEO could be driving practically all of your qualified leads and sales while you're wasting money on ineffective marketing channels like PPC ads.

Digital Marketing Metrics



How to Track Your KPIs for Digital Marketing

- ▶ Tracking numerous digital marketing KPIs will provide your marketing team with all of the data they need to make informed business decisions. However, keeping this information up to date requires a lot of effort, especially if you're promoting across many channels.

Digital Marketing Metrics



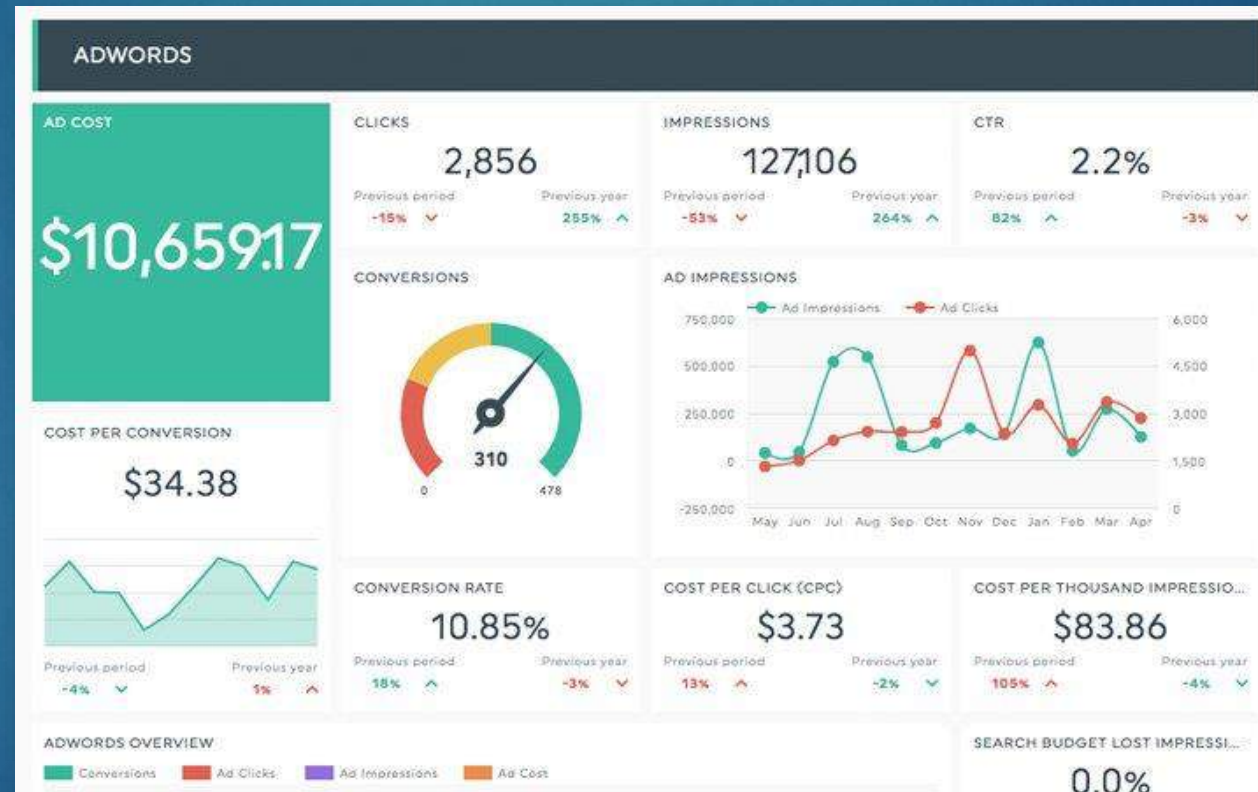
How to Track Your KPIs for Digital Marketing

► *That's where a digital marketing reporting dashboard software can help.*

- 1- Connect your marketing platforms;
- 2- Choose between a range of report templates to track KPIs for SEO, your PPC metrics, email marketing KPIs, social media metrics, and more;
- 3- The tool will gather all your most important KPIs into an automated KPI dashboard so you can see up-to-the-minute metrics whenever you want.

Digital Marketing Metrics

How to Track Your KPIs for Digital Marketing



<https://dashthis.com/blog/digital-marketing-kpis-and-metrics-ultimate-guide/>



Digital Marketing Metrics

The Most Important Digital Marketing KPIs

► *While the specific combination of KPI that you track will depend on your business and exactly what channels you're targeting with your digital marketing campaigns, several categories apply to most companies doing business online. These include:*

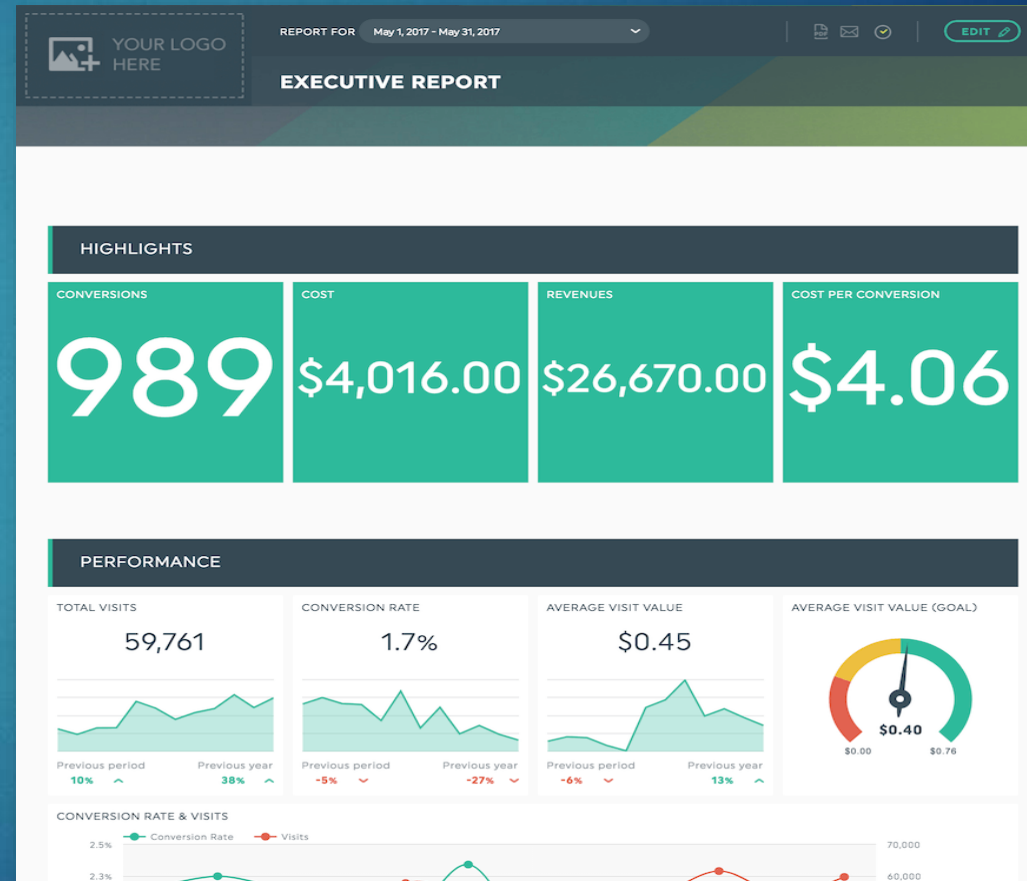
- Search engine optimization (SEO)
- Social media
- Paid search engine marketing (SEM)
- Email marketing



Digital Marketing Metrics

The Most Important Digital Marketing KPIs

► General Marketing KPIs



<https://dashtthis.com/blog/digital-marketing-kpis-and-metrics-ultimate-guide/>



Digital Marketing Metrics

The Most Important Digital Marketing KPIs

- ▶ *Customer Lifetime Value (CLV)*
- ▶ *Customer Acquisition Cost*
- ▶ *Return on Investment (ROI)*
- ▶ *Conversion Rate*



Digital Marketing Metrics

The Most Important Digital Marketing KPIs

► *Search Engine Optimization (SEO) KPIs*

BACKLINKS	Visits		Goal Completions...		Conversion Rate	
Semper in lorem	6,129	+119	1,988	-33	32.44%	-1.19%
Scelerisque non	2,348	-553	425	-119	18.10%	-0.65%
Ut suscipit cursus donec	694	-83	23	-14	3.31%	-1.45%
Non accumsan feugiat	570	-27	32	-17	5.61%	-2.59%
Id sagittis quis nulla	535	+115	178	+16	33.27%	-5.30%
Placerat sagittis	488	+91	32	+3	6.56%	-0.75%
Id felis risus ipsum tellus	423	-149	125	-29	29.55%	+2.63%
Scelerisque tempor	332	-118	24	=	7.23%	+1.90%
Tempor eleifend amet dui erat bibendum eu massa	279	+22	10	-8	3.58%	-3.42%
Tellus urna sagittis	234	+5	19	+12	8.12%	+5.06%
Tristique scelerisque	230	-46	54	-23	23.48%	-4.42%

<https://dashthis.com/blog/digital-marketing-kpis-and-metrics-ultimate-guide/>

Digital Marketing Metrics



The Most Important Digital Marketing KPIs

► *While the specific combination of KPI that you track will depend on your business and exactly what channels you're targeting with your digital marketing campaigns, several categories apply to most companies doing business online. These include:*

- Search engine optimization (SEO)
- Social media
- Paid search engine marketing (SEM)
- Email marketing

Thank You!

