



# How to Measure Digital Marketing Effectiveness

(2018 EDITION)

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**Here are a few metrics to consider**, broken out by what companies deem to be their most effective marketing channels:






### Search Engines

-  Click-through rates
-  Backlinks
-  Organic position for commercial keywords






### Social Media

-  Brand mentions
-  Content shares
-  Engagement

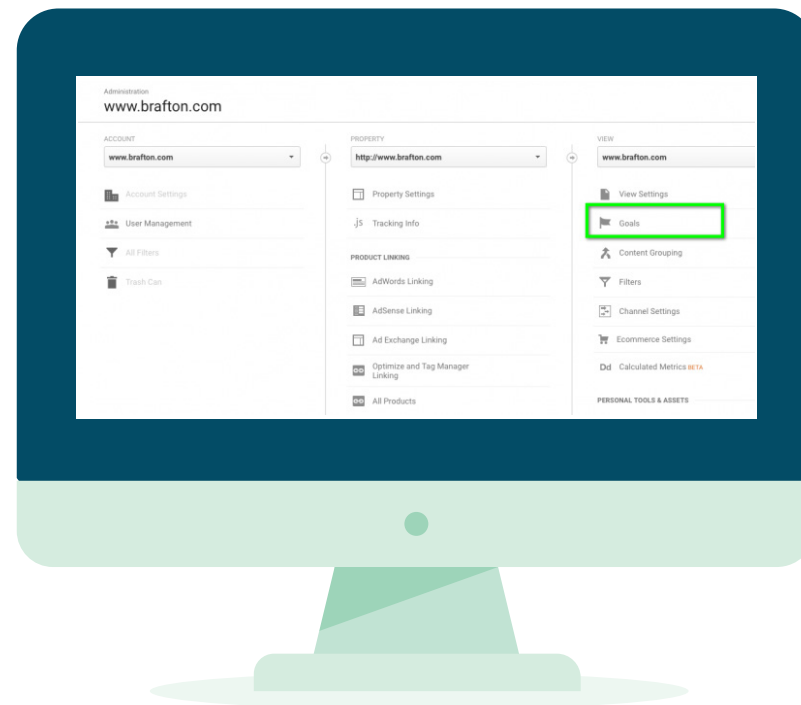
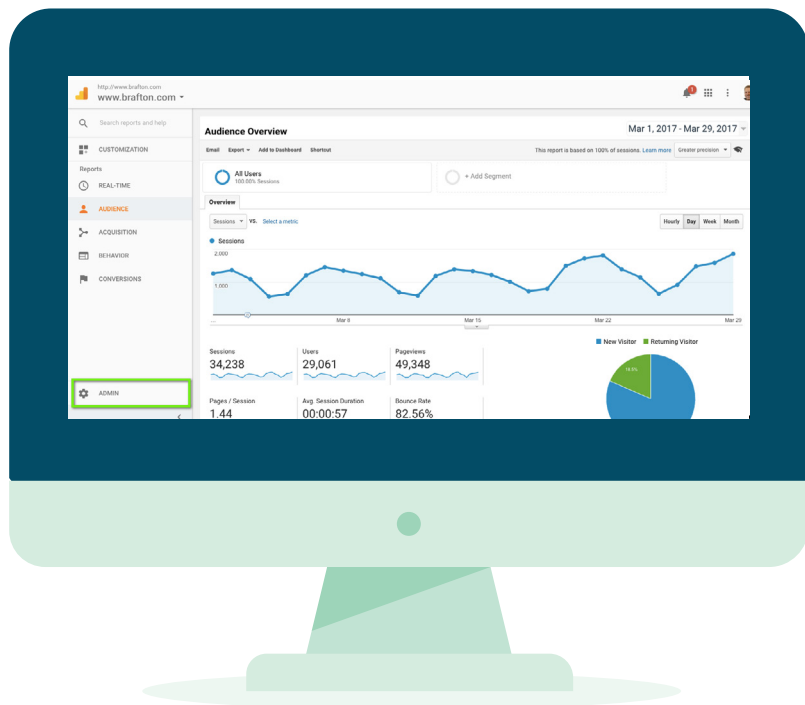


### Email

-  CTA click-throughs
-  Forward rate
-  Lead-to-customer conversion rate

# Setting Up Google Analytics Goals

You can create Google Analytics goals in the Admin panel, under the specific view you want to track conversions for. The Admin panel can be a bit elusive, so let me show you how to get there:



Goals start tracking data from the date they're created (not retroactively), so make sure you prioritize setting them up as early on as possible.

## Let's take a step back and define the five types of goals available:



**Destination:** Reaching the page/type of page that represents a conversion.

**Pro Tip:** The destination URL should always be the page a user reaches after completing the desired action (e.g. /thank-you). Just make sure this URL is only accessible via a gated pathway and is not indexed by search engines. Otherwise people could find this page through search and artificially inflate your numbers.



**Duration:** Spending a specified amount of time on the site.



**Pages/Screens per session:** Viewing a specified number of pages during a visit.



**Event:** Performing a specific action on the site that is tracked through an event (more on this later).



**Smart Goals:** Measuring the most engaged visits to a website that are most likely to result in a conversion. (Side note: You can use this to improve AdWords bidding.)

1 Goal description

Name

Goal slot ID

Type

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically to improve your AdWords bidding. [Learn more](#)

2 Goal details

In general, you'll want to focus on Destination and Event goals. Tracking goals for how long a user spends on your site or how many pages they view isn't a great measure of whether they will contribute to your company's bottom line (unless you make your money selling ads on your site). More often it skews the otherwise valuable data on which parts of your site are lead gen gold.

## Google Analytics Events

Not all conversion actions on a website can result in a nice neat “Thank You” page. When you’re looking to see whether a user takes a desired action on your website without inserting a page that could detract from the experience, look no further than Google Analytics Events.

Event Tracking in Google Analytics used to be a somewhat complicated endeavor, involving HTML and developer resources. But now, marketers have Google Tag Manager, which has put these analytics back into their hands. With a one-time addition of the Tag Manager container to your site’s code, you’ll have a wealth of complex tracking options at your fingertips in a marketer-friendly UI.

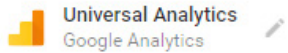
Google Tag Manager uses tags and triggers to define what you’re looking to track. The tag represents the site activity and the trigger determines under what conditions to log that activity.



*With a one-time addition of the Tag Manager container to your site’s code, you’ll have a wealth of complex tracking options at your fingertips.*

## Tag Configuration

### Tag type



### Tracking ID ?

UA-XXXXXXXX-X

### Track Type

Event

### Event Tracking Parameters

#### Category

Demo Request

#### Action

Submit

#### Label

{Product}

#### Value

### Non-Interaction Hit

False

> More Settings

> Advanced Settings

## Tags: Defining the Event

With an event, you need to assign a category, action and label.

While there's technically no wrong way to do this, experience shows that the Category is best for defining the type of activity (e.g. Demo Request), the Action explains what happened (e.g. Submit), and the Label works to specify the event (e.g. {Type of product for which the demo was requested}).

There's an option to assign a value (read more about assigning event and goal values [here](#)), but this can also be done at the goal level if you prefer. You can also make a choice about how an event impacts your bounce rate.

The drop-down for "Non-Interaction Hit" determines whether or not a user who only visits one page on your site but completes the event is counted as a bounce.

This will be set to "False" by default, which means anyone who completes the event won't be considered a bounce even if they leave the site from there (we typically recommend this since the event we're tracking should be important enough that a user doesn't need to go any further to have a valuable interaction with our site).

If you're looking for a stricter view of bounce rate, you'll want to change this value to "True" so users who leave the page after completing the event are still considered a bounce.



## Customers and Sales as KPIs

While analytics dashboards are great for marketing data, they may be too good at it, at least for the purposes of novice marketers who aren't yet familiar with all the terms or features.

That's why using **core sales metrics** can be useful as well. By this we mean, how many new customers have you gained? How many new sales calls have been booked? What are your revenue and sales growth rates?

By utilizing sales as a metric, in addition to more granular marketing data points, you can better frame your conversations with superiors and stakeholders from different departments when it's time to advocate for additional investment in your digital campaigns.



Another way to leverage your existing customer base is to use **automated customer satisfaction surveys**. Knowing how positive your clients are and whether they will serve as references allows you to gauge whether your products, your brand influence and your content is having enough of an impact to actually earn new business.







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