

TYING GOALS TO KPIs

GOAL

AWARENESS

DEMAND/LEAD GENERATION

SALES

DIGITAL
MARKETING
KPI EXAMPLES

- Impressions
- Web Visits

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- Content Engagement (e.g. Downloads, Views)
- New Names
- Web Responses (e.g. Form Fill)
- Web Leads / Marketing Qualified Leads

- Sales Qualified Leads or Opportunities
- Marketing Contribution to Sales
- E-Commerce Contribution
- Return on Investment (ROI)
- Revenue Contribution

Low

LINK TO COMPANY REVENUE GOALS

High



MARKETING FUNNEL EXAMPLE

3 GET THE TOP OF FUNNEL GOALS FOR YOUR CAMPAIGN

1 START AT YOUR KPI END POINT AND WORK UPWARDS



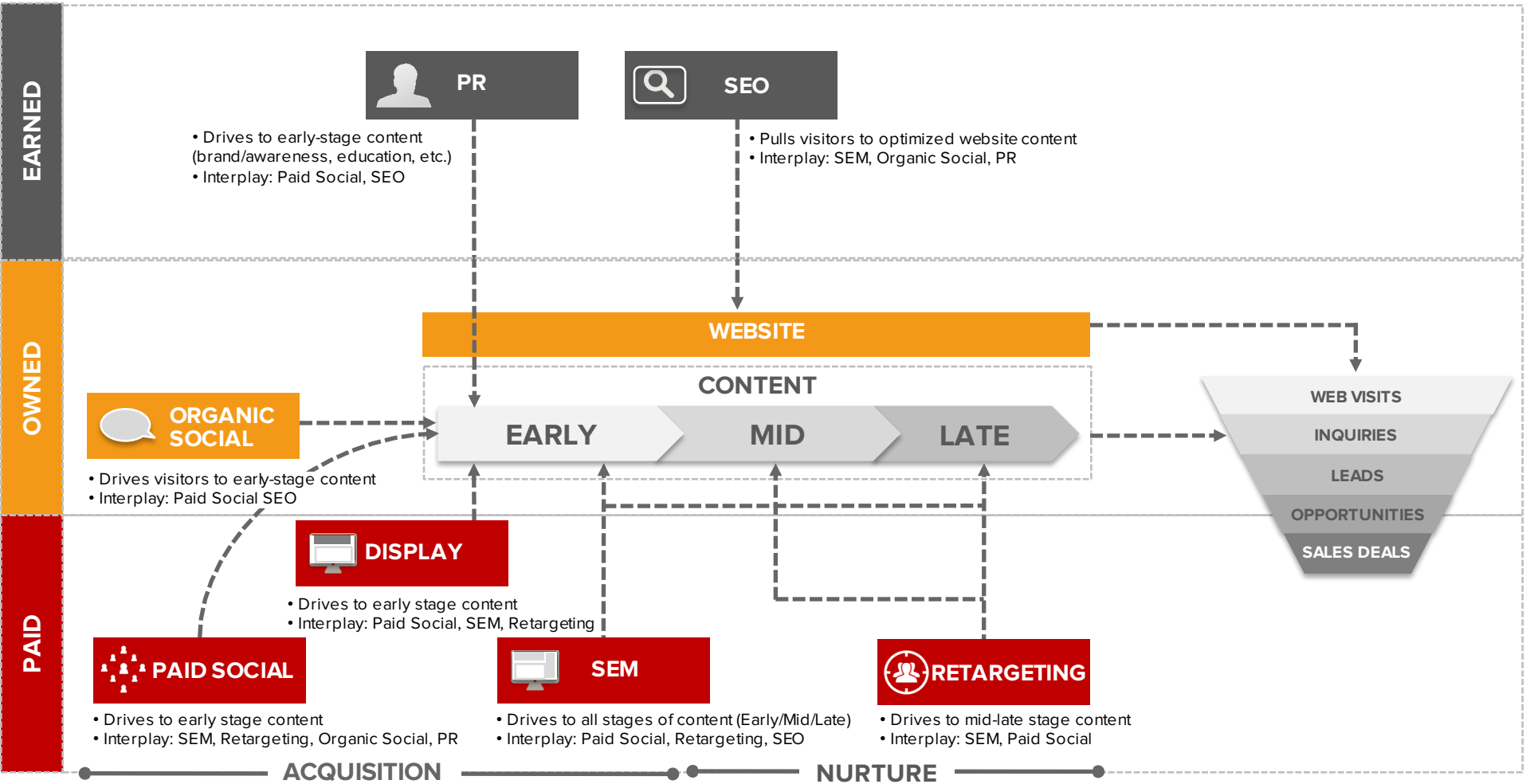
2 UNDERSTAND YOUR PIPELINE CONVERSION RATES TO BACK-CALCULATE

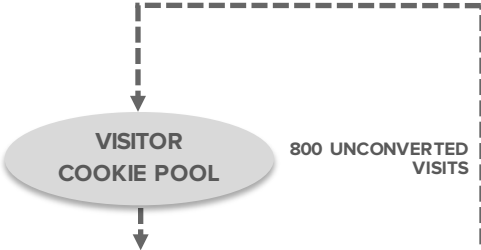
AVERAGE SALES PRICE = \$20,000
MARKETING GENERATED SALES = \$1,000,000
MARKETING INVESTMENT = \$100,000
MARKETING ROI = 10X

4 CALCULATE YOUR CONTRIBUTION TO SALES AND ROI



WHERE DIGITAL CHANNELS CONTRIBUTE TO THE MARKETING FUNNEL





800 UNCONVERTED VISITS



100 VISITS



1,000 VISITS

SCENARIO 1: TIGHT VERTICAL AUDIENCE

1. Use social psychographic targeting in Facebook to reach vertical audience.
2. Supplement psychographic targeting with a custom audience email list – in-house email list and/or third-party.
3. Retarget unconverted visitors through display.

50%
400 UNIQUE
COOKIED VISITORS

20% 1,100 WEB VISITS

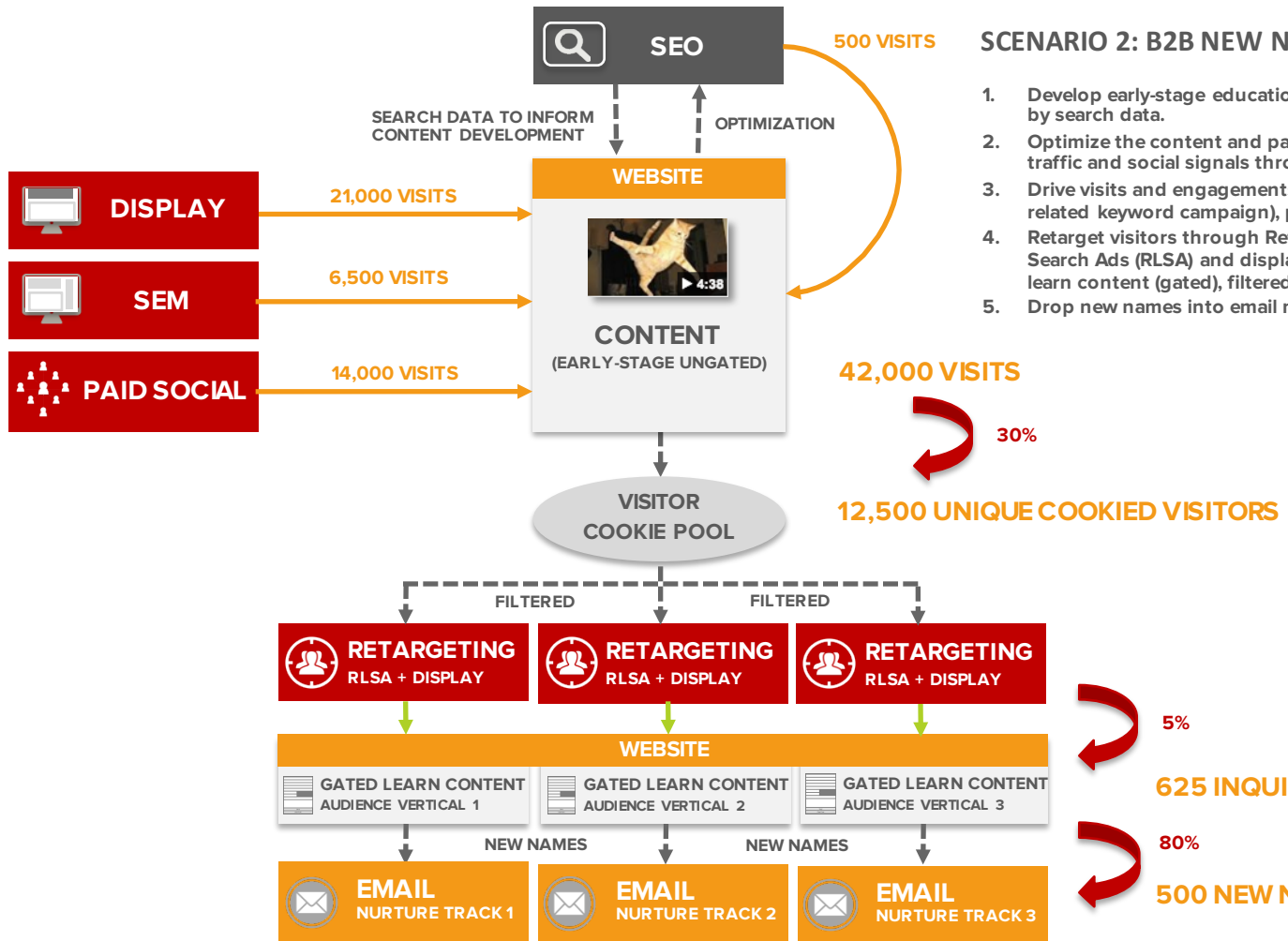
40% 220 INQUIRIES

50% 88 LEADS

50% 44 OPPORTUNITIES

50% 22 SALES DEALS





SCENARIO 2: B2B NEW NAME DRIVE

1. Develop early-stage educational content, informed by search data.
2. Optimize the content and page for SEO, supporting traffic and social signals through paid methods.
3. Drive visits and engagements through SEM (learn-related keyword campaign), paid social and display.
4. Retarget visitors through Retargeting Lists for Search Ads (RLSA) and display with second touch learn content (gated), filtered by interest.
5. Drop new names into email nurture program.

SCENARIO 3: ACQUISITION ANNOUNCEMENT

1. Link to the announcement page from distributed press release.
2. Drive visits from display banners placed on key publication sites.
3. Update ad copy on brand search campaigns (both companies) and drive to announcement page for first two weeks following announcement.
4. Segment key audiences in Facebook, LinkedIn and Twitter, using a combination of custom audience lists, psychographic and lookalike targeting, and tailor creative/messaging by audience type.
5. Build cookie pool of segmented visitors for future marketing use.

