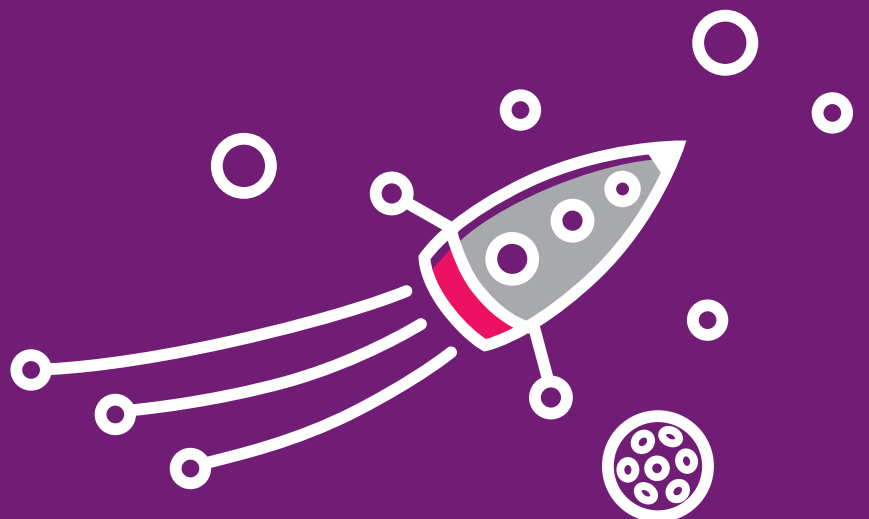
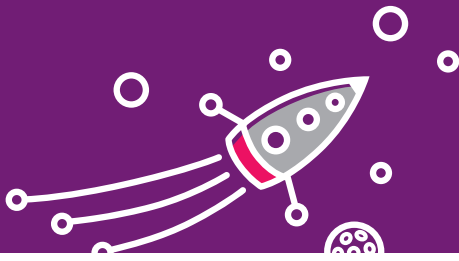


# Measuring your Marketing success

Are you getting a return on your investment?





## Are you getting a return on your investment?

**There are many reasons to measure your marketing, not least of which is the fact that your shareholders will most probably demand to know what their Return on Investment (ROI) is. Also, if your current methods of marketing the business aren't bringing a return, you need to know so that you can change your strategy and not waste money on it next year.**

When delivering a campaign such as our daily Tweet Treats, for example you need to measure: website hits per day of the campaign and what it was before and after the campaign, page views, how many 'impressions' you get per article of Facebook (you can see this if you set up a fan page.) also how many followers you have on Twitter and Facebook for every day of the campaign. This will show you how many people have come face to face with your brand, and have looked at your website.

There are many complex ways of measuring marketing, but for SME's the main things to keep track of are the following:

**Direct inquiries** - How many new in-bound inquiries have been generated this month (or week) and over the last 12 months (or year-to-date) as a result of any marketing you've undertaken (a campaign, or some PR you've received etc.)

**Qualified leads** – Monitor how many of these inquiries are real prospects.

**What's the source** – Look at how many leads have come from each of your major marketing sources: direct mail, directly telephoning people, email campaigns (or enewsletters), networking, social media, referrals, online or offline advertising, PR, search engines, events. Ask new customers where they heard about you/what prompted them to get in touch or send a survey around you existing customers. Look at the cost of each source and whether you are getting a good ROI.

**Are they qualified opportunities** – Of your current pipeline of sales opportunities, look at how many were generated by marketing. Measure this against your marketing plan and how many you realistically expected to have by now. Does it measure up?

**Monitor planned progress** – Constantly revisit your marketing plan which should have SMART objectives (Specific, Measurable, Achievable, Realistic, Time-bound). Have you completed the activities you committed to complete in your plan? Have they given you the results you expected? If not it may be time to try a different approach or carry out a communications audit to determine how others perceive you and your marketing efforts.

**Monitor website traffic** – Look at what the trends are for the number of people visiting your site. You can use Google Analytics for this. Determine where they are coming from – from a search engine, a link from your e-Newsletter, etc. Also examine what percentage sign up for your newsletter or download information from your site.

This information will ultimately help you to target your marketing in a way that provides the greatest return for your business. Don't be afraid to change things around if they aren't working as you'd hoped, but also remember that sometimes it can take longer than expected or may not be the right time of year for example end of year or end of financial year may not be a good time for a company to buy your services, but they may remember you and come back to you, especially if you remind them of what you do in new and innovative ways.

### Read our other guides in the range:

- **Determining your USP**
- **How effective are your communications**
- **Know your tactics**
- **Raise your profile**
- **Acquiring new clients**

**Horizonworks Marketing is a strategic marketing company based in the North East of England specialising in the science, technology, healthcare and manufacturing sectors. We provide a range of services to clients including:**

- Marketing strategy
- Marketing planning
- Communications
- Branding
- Public Relations
- Events management
- Sales and marketing campaigns
- Mentoring



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