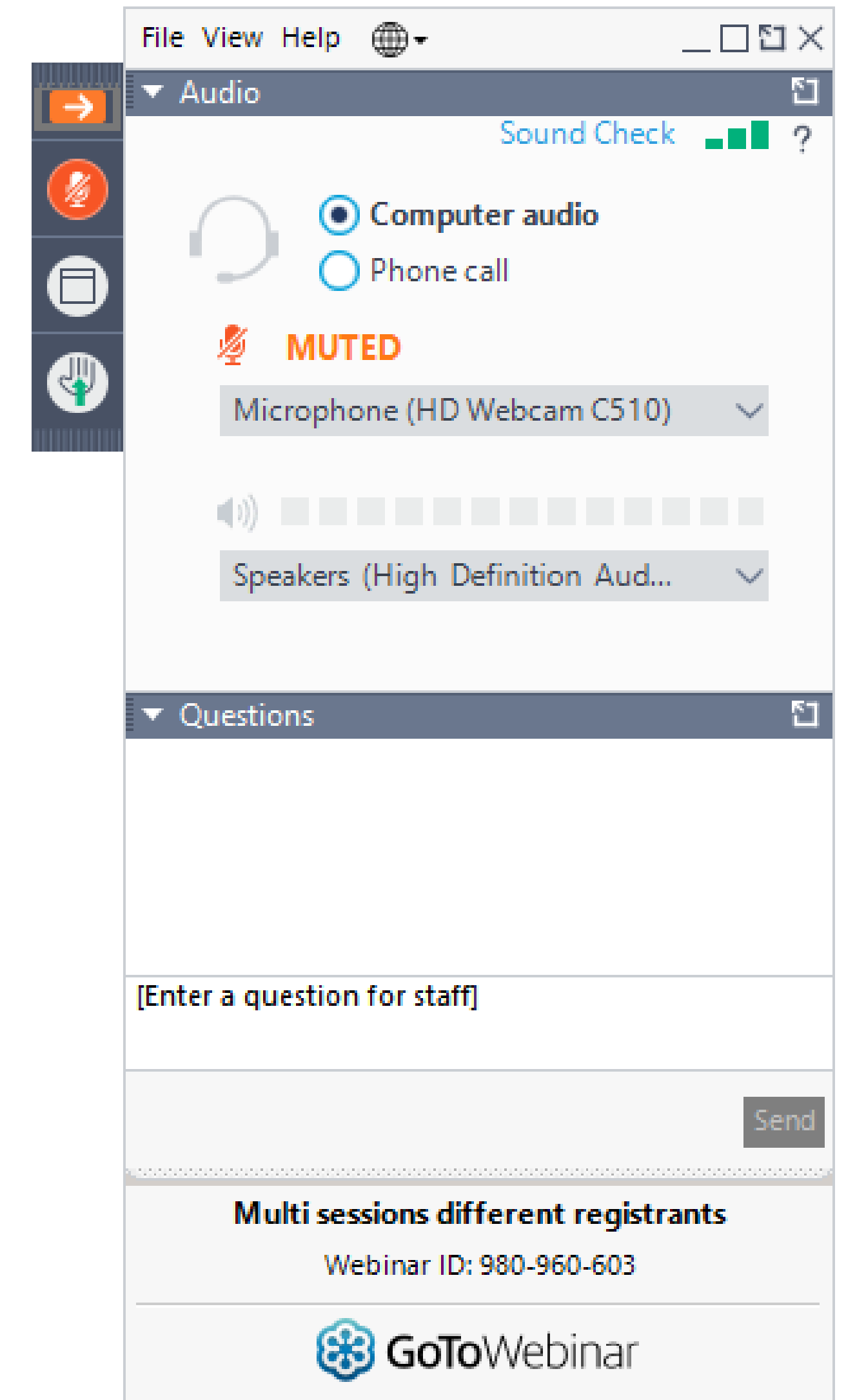


5 Must-Haves for Measuring Digital Marketing Success



A Few House Keeping Items

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again

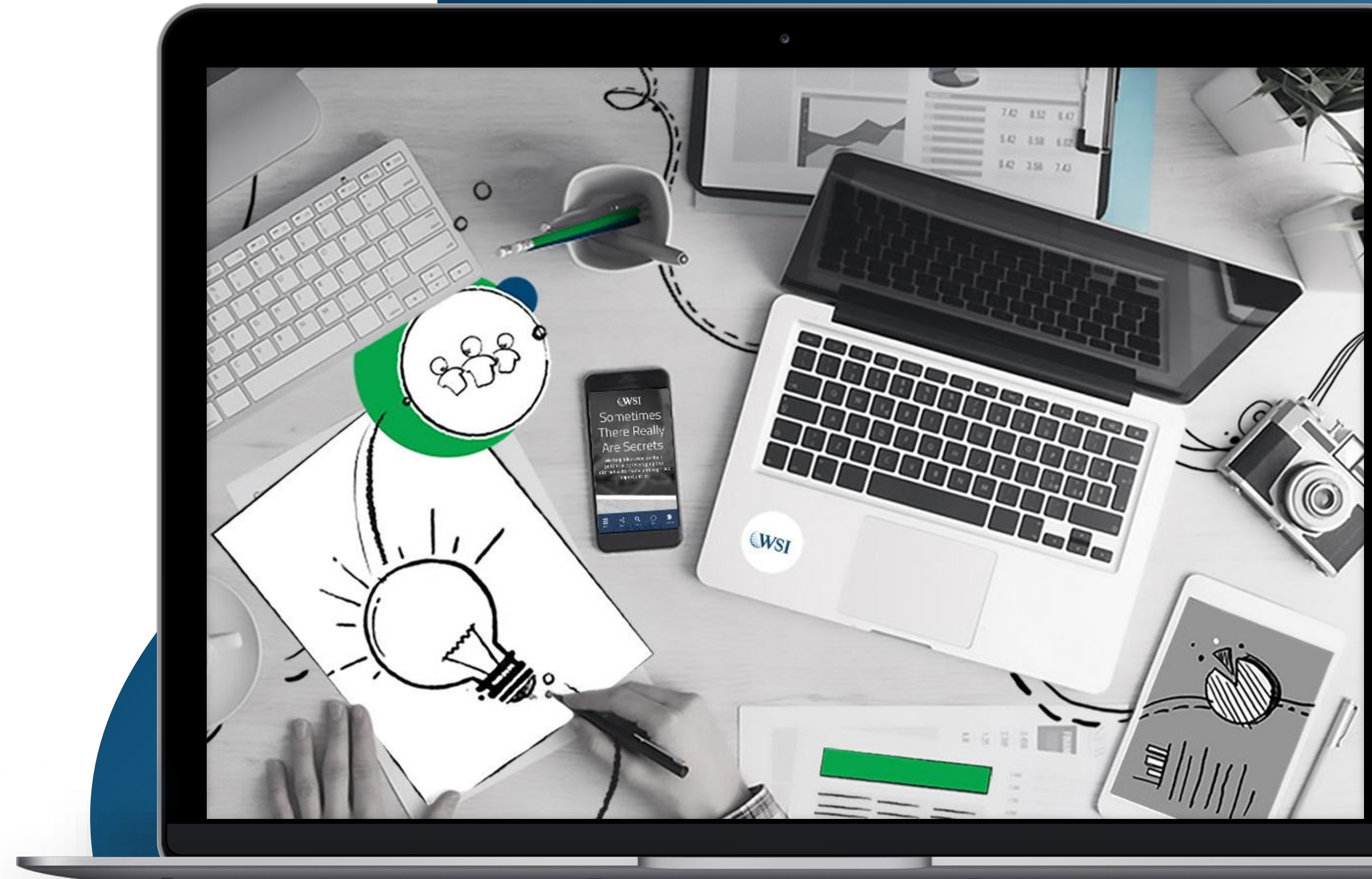


WSI AT A GLANCE



For over 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.



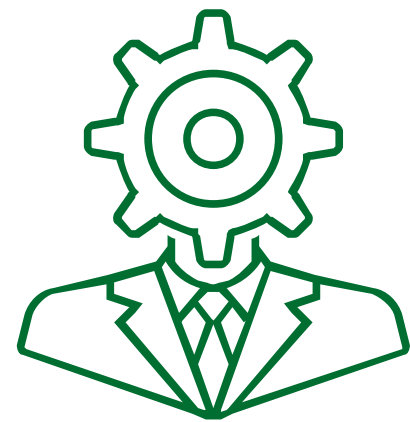
TODAY'S PRESENTER



Denise Bowen

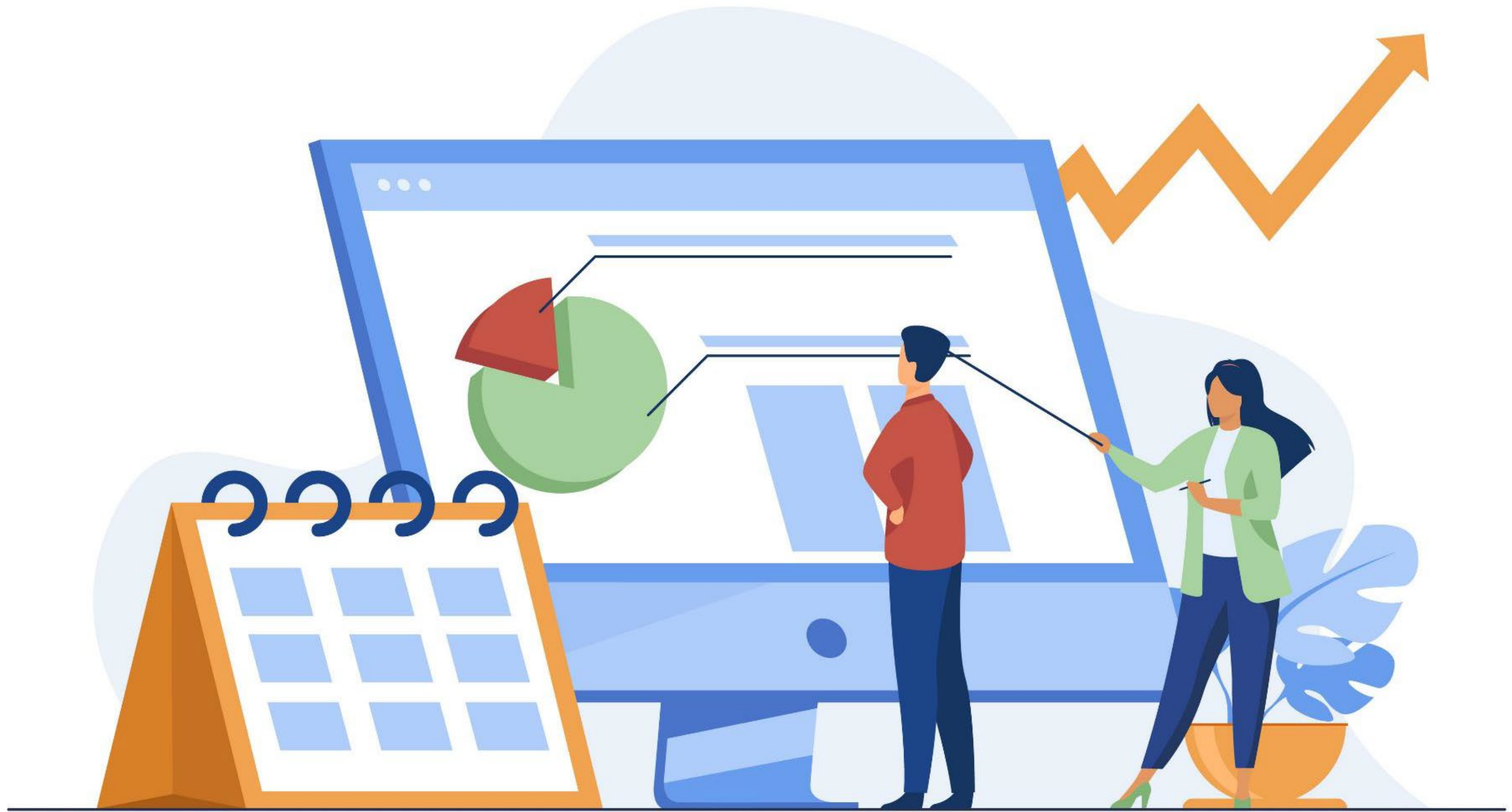
WSI Digital Marketing Consultant

Denise has over ten years of experience in marketing, sales, and customer service. She is passionate about helping businesses reach their growth goals by generating more qualified, high-quality leads through their digital marketing efforts. She has extensive knowledge of digital marketing, including web UX, conversion rate optimization, paid ads, and search engine optimization.



5 Must-Haves for Measuring Digital Marketing Success

— ..



On the Agenda

5 Must-Haves for Measuring Digital Marketing Success

Before the 5 Must-Haves: Benefits of measuring digital marketing efforts

1. Understanding the metrics better

2. Lead tracking attribution

3. Testing

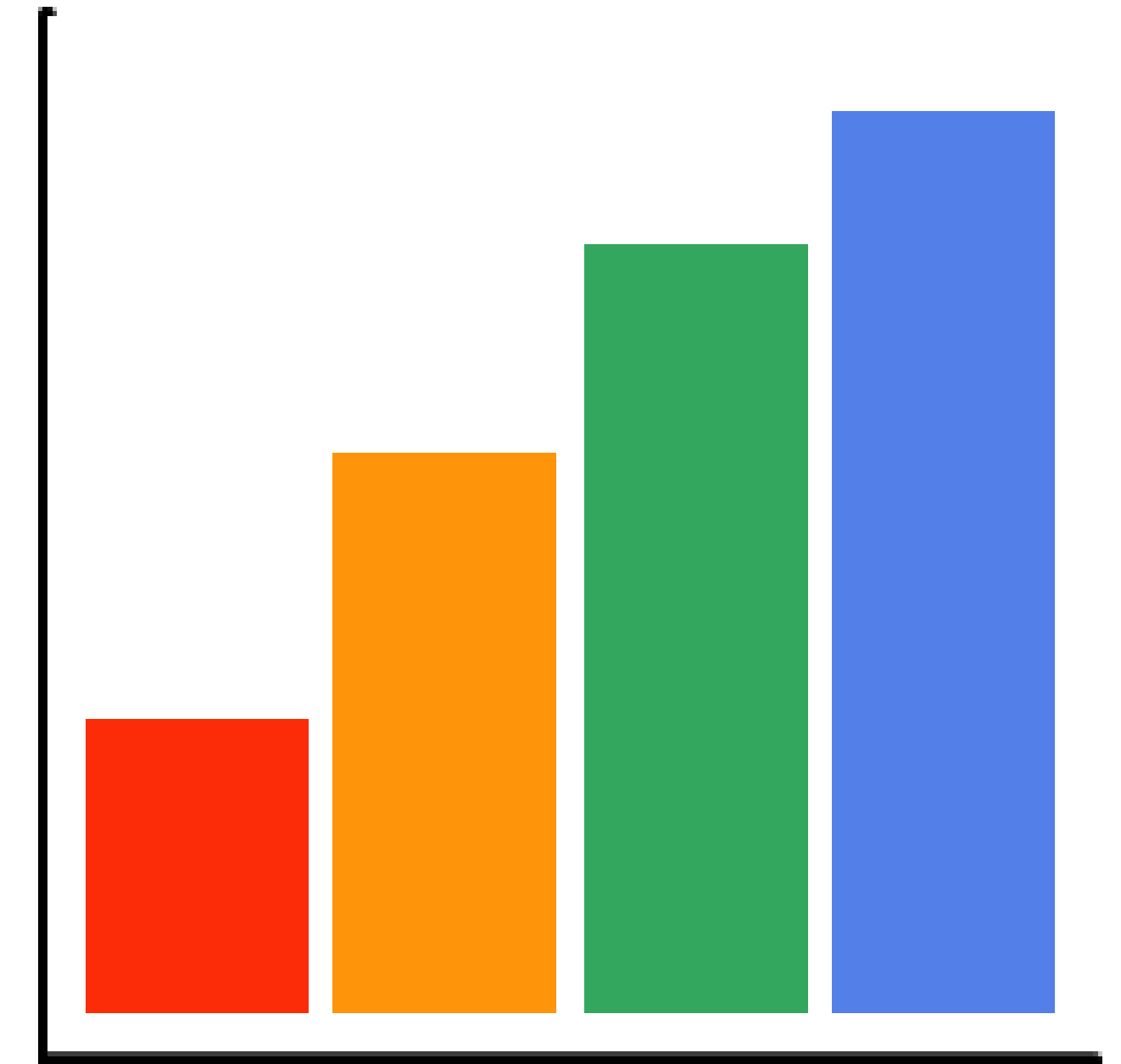
4. Dashboards & benchmarks

5. Competitor Insights

Let's Take a Quick Poll:



When it comes to measuring your digital marketing activities, what's an area of focus for you in 2022?





Why is it
important?

What's working?



Return on Investment



Plan for the Future



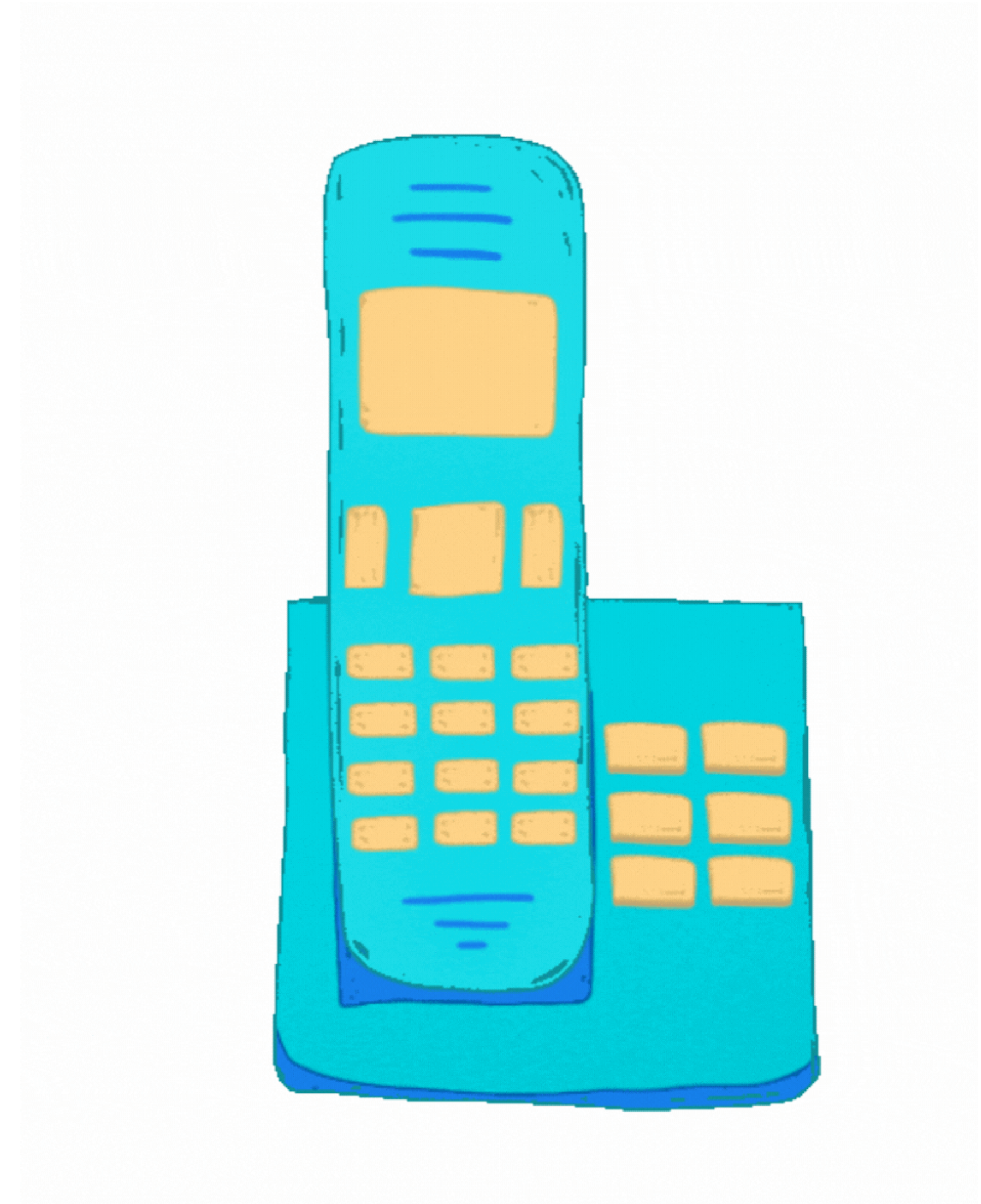
Change in Operations

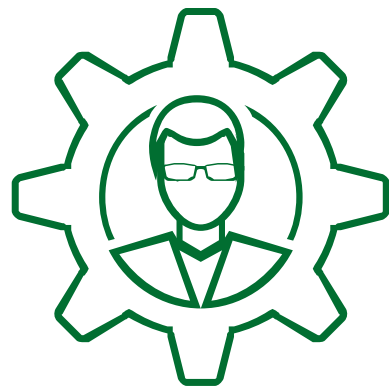


Real Life Example



- Through call tracking noticed call patterns
- Made changes to phone system
- Call duration and answered calls/leads increased





1. Understanding the Metrics Better

— ..

**TRACK WHAT
MATTERS TO
YOU**



User Info



Website Traffic

- Total traffic
- New users
- Traffic source



Demographics

- Location
- Age
- Gender



Technology

- Device type
- Device info
- Browser



Activity

- Pageviews
- Duration
- Conversion rate

Website Leads



Phone Calls



**Form
Submissions**



Subscribe



Online Chat

Website Events



Clicks



Video Plays



Searches



Download PDF

Ecommerce



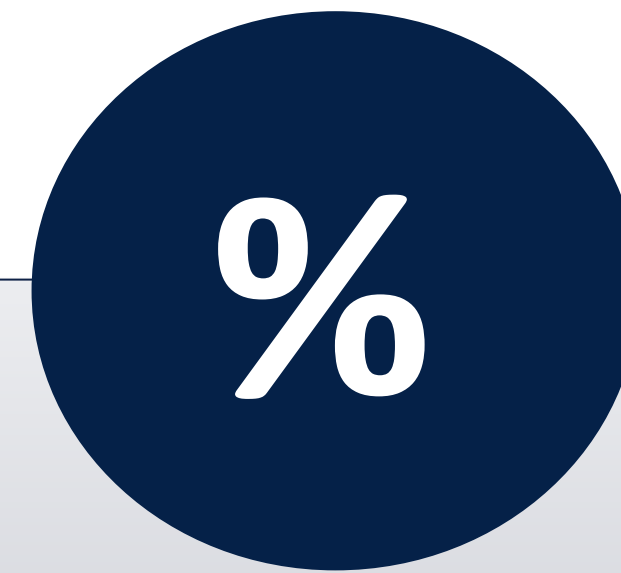
Purchases



**Average Order
Value**



**Cart
Abandonment**



**Conversion
Rate**



**Acquisition
Cost**

Paid Ads



In 2021, global digital ad spend will reach \$389 Billion.

eMarketer

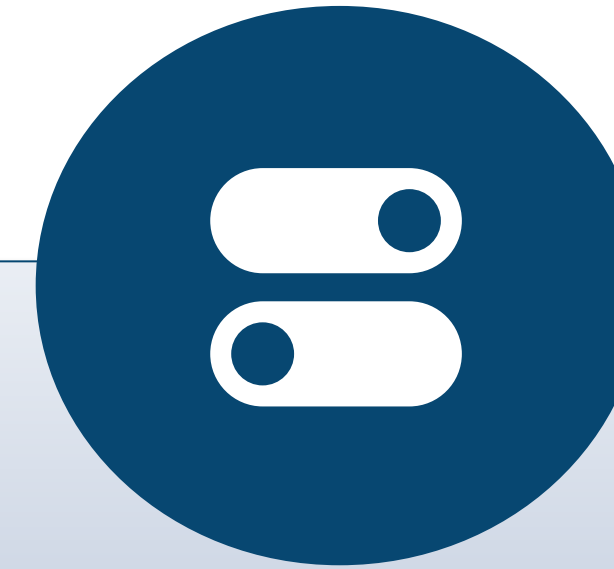
Paid Ads



Impressions



Click Through Rate



Conversions



Conversion Rate



**Cost Per Click &
Lead**



**Return on Ad
Spend**

2. Lead Tracking Attribution



— ...

What is lead attribution?



SEO

Paid
Ads

Social
Media

Email
Marketing

Blogging

Referral

Google Analytics



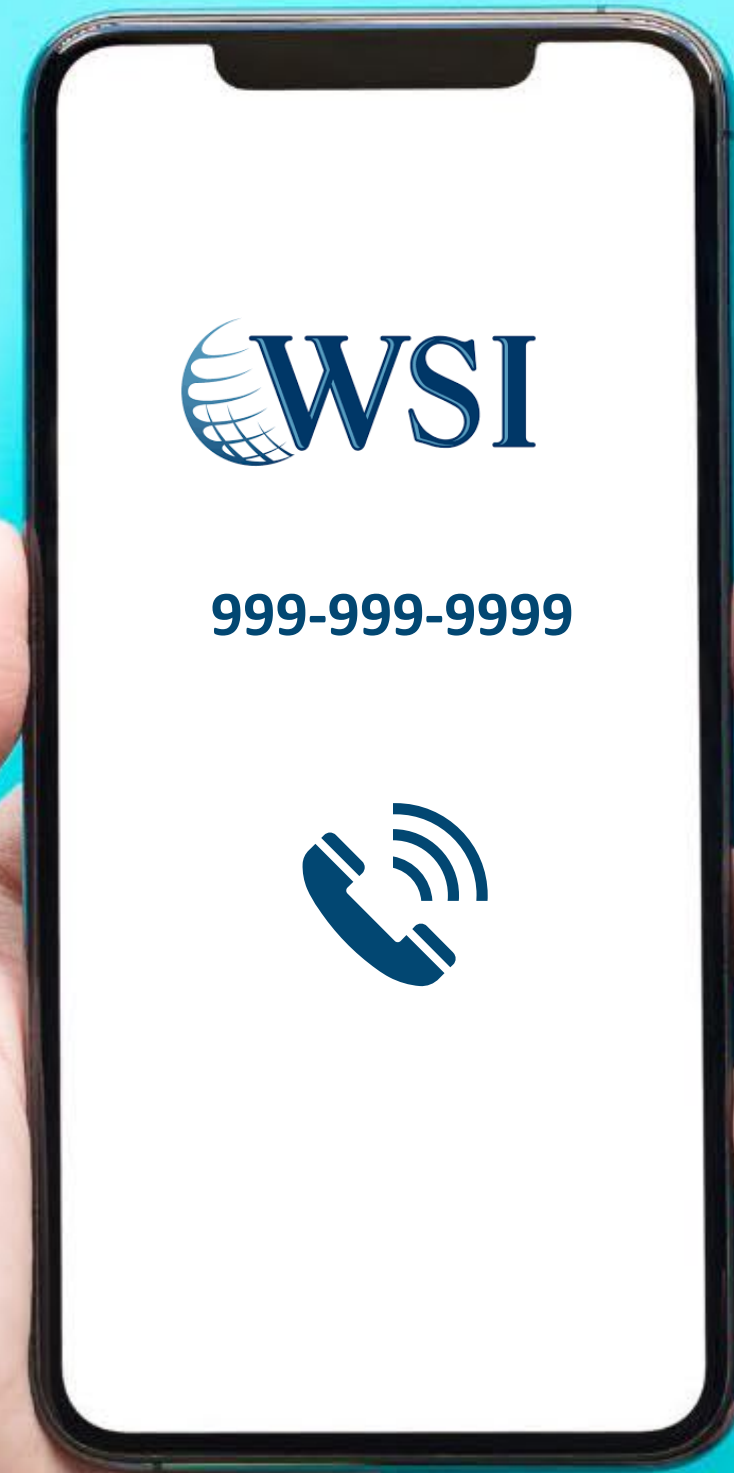
Foundation of measuring website activity



Default Channel Grouping	Acquisition	Conversions All Goals ▾	
	Users ?	Goal Conversion Rate ?	Goal Completions ?
	168,385 % of Total: 97.58% (172,560)	1.86% Avg for View: 3.97% (-53.30%)	3,817 % of Total: 45.59% (8,373)
1. Organic Search	140,058 (81.39%)	1.48%	2,436 (63.82%)
2. Direct	13,953 (8.11%)	1.99%	352 (9.22%)
3. Paid Search	12,387 (7.20%)	5.92%	956 (25.05%)
4. Social	3,038 (1.77%)	0.25%	8 (0.21%)
5. Referral	2,634 (1.53%)	1.80%	64 (1.68%)
6. Email	9 (0.01%)	10.00%	1 (0.03%)

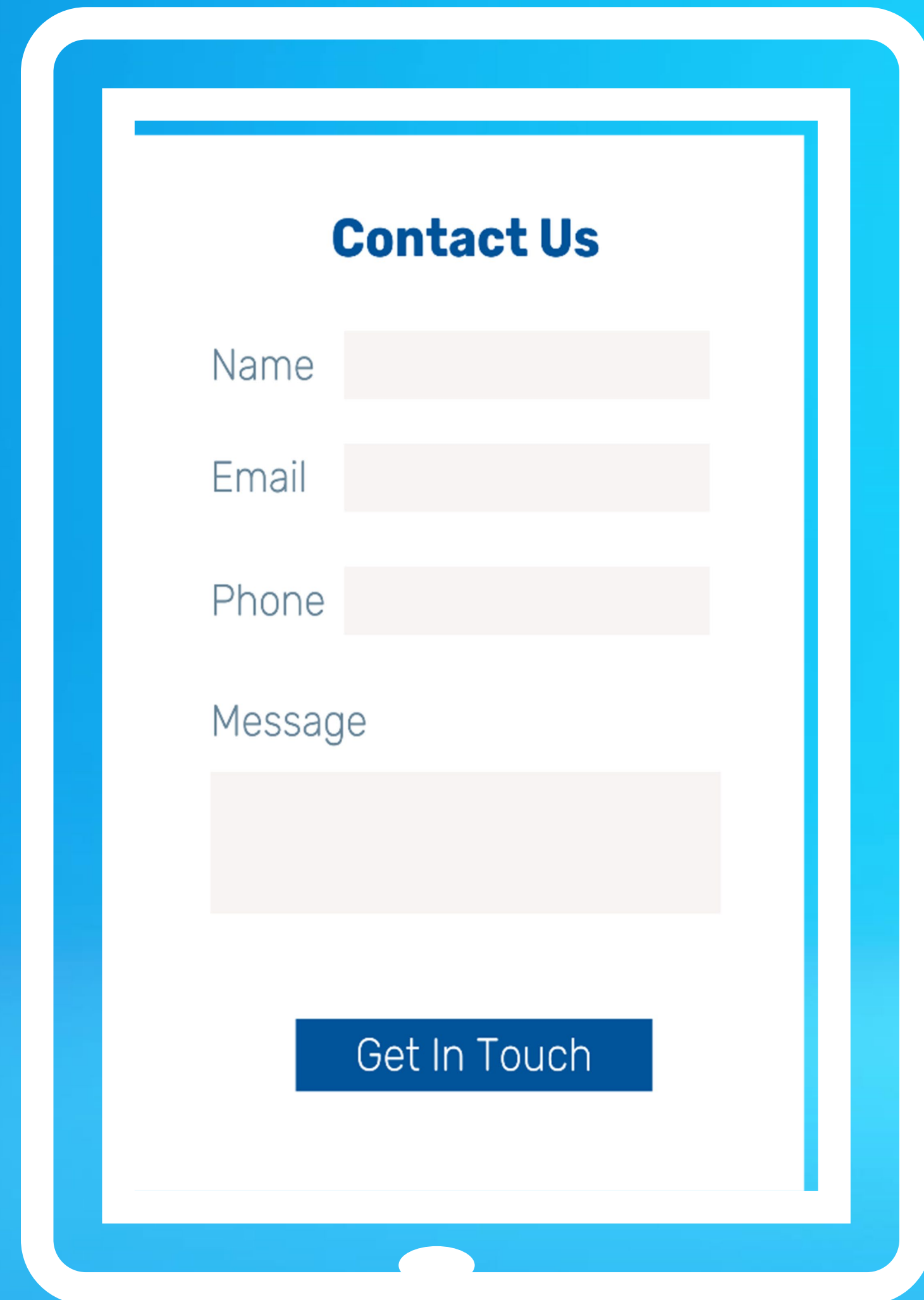


Tips & Tricks: Measuring Website Goals/Leads



Phone Calls: Dynamic Call Tracking

Contact Forms & Thank You Pages



Contact Us

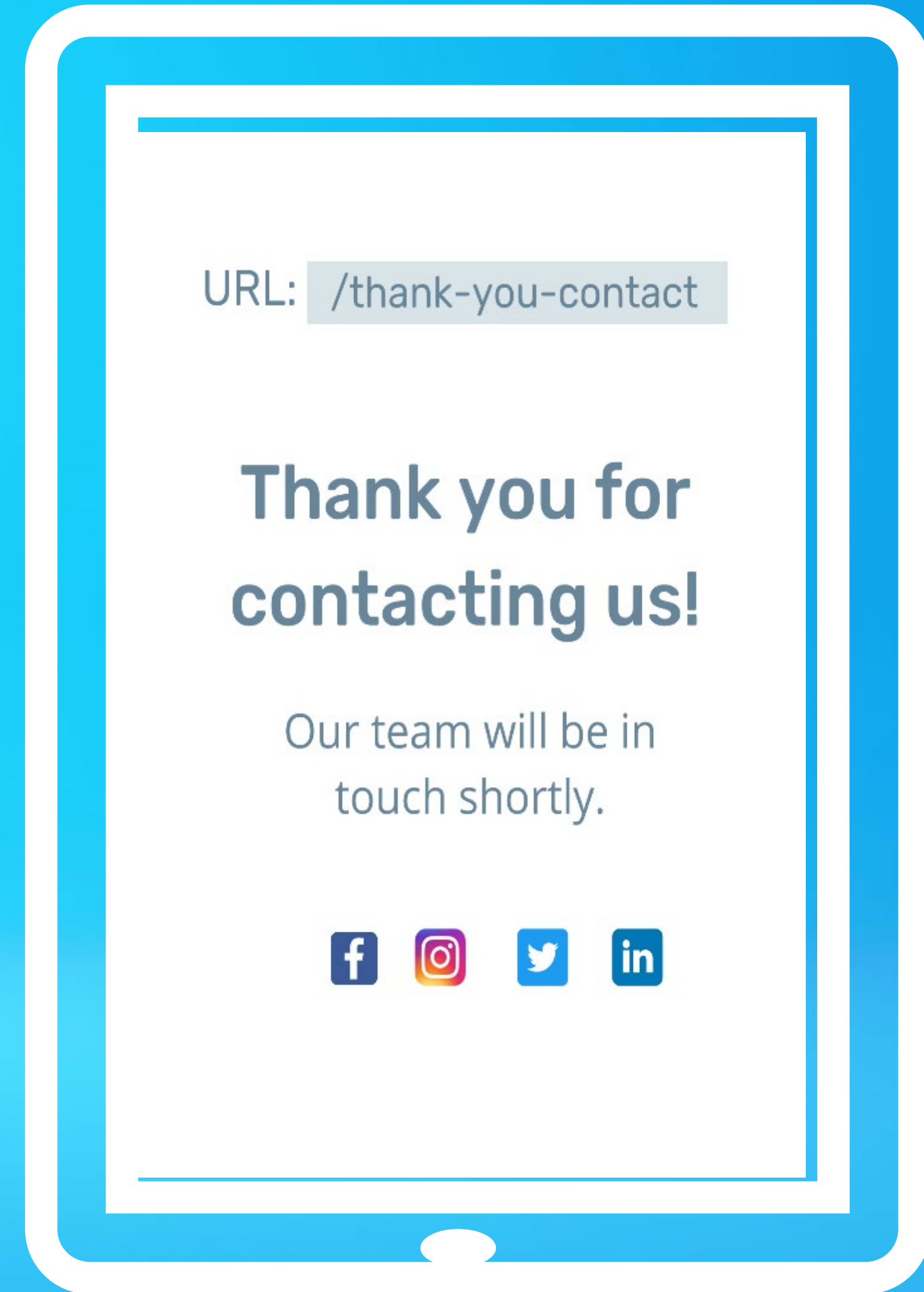
Name

Email

Phone

Message

[Get In Touch](#)



URL: `/thank-you-contact`


Thank you for contacting us!

Our team will be in touch shortly.

[f](#) [@](#) [t](#) [in](#)

Ecommerce Set-Up





What if it's
more
complex?



Facebook Business: Marketing or x

← → ↻ 🔒 <https://www.facebook.com/business>

facebook business Get Started

Google Ads - PPC Online Adverti x

← → ↻ 🔒 <https://ads.google.com/in>

Google Ads

Home How it Works Pricing

Advertising on Instagram | Instag x

← → ↻ 🔒 <https://business.instagram.com/advertising/>

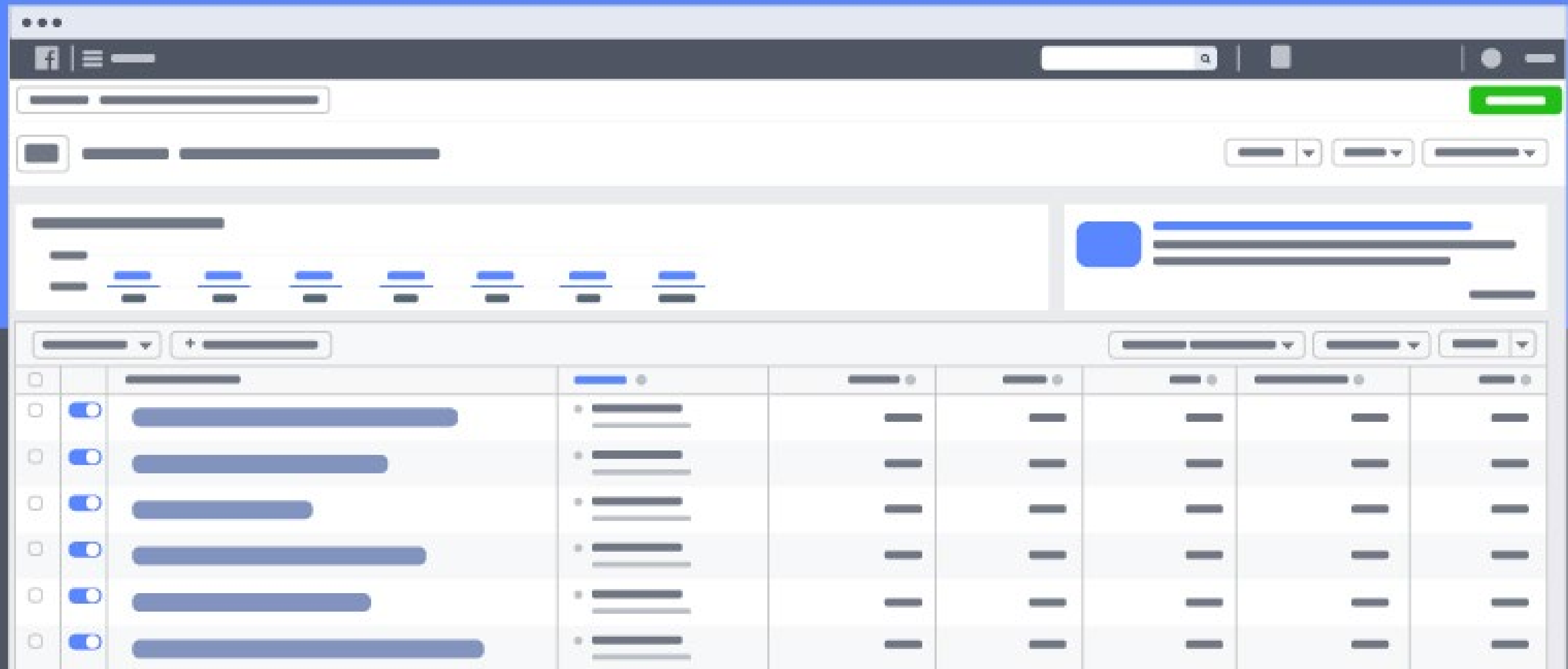
Instagram | Business

YouTube Advertising - Online Vic x

← → ↻ 🔒 <https://www.youtube.com/intl/en-GB>

facebook

ADS MANAGER



What to do with
all this data?





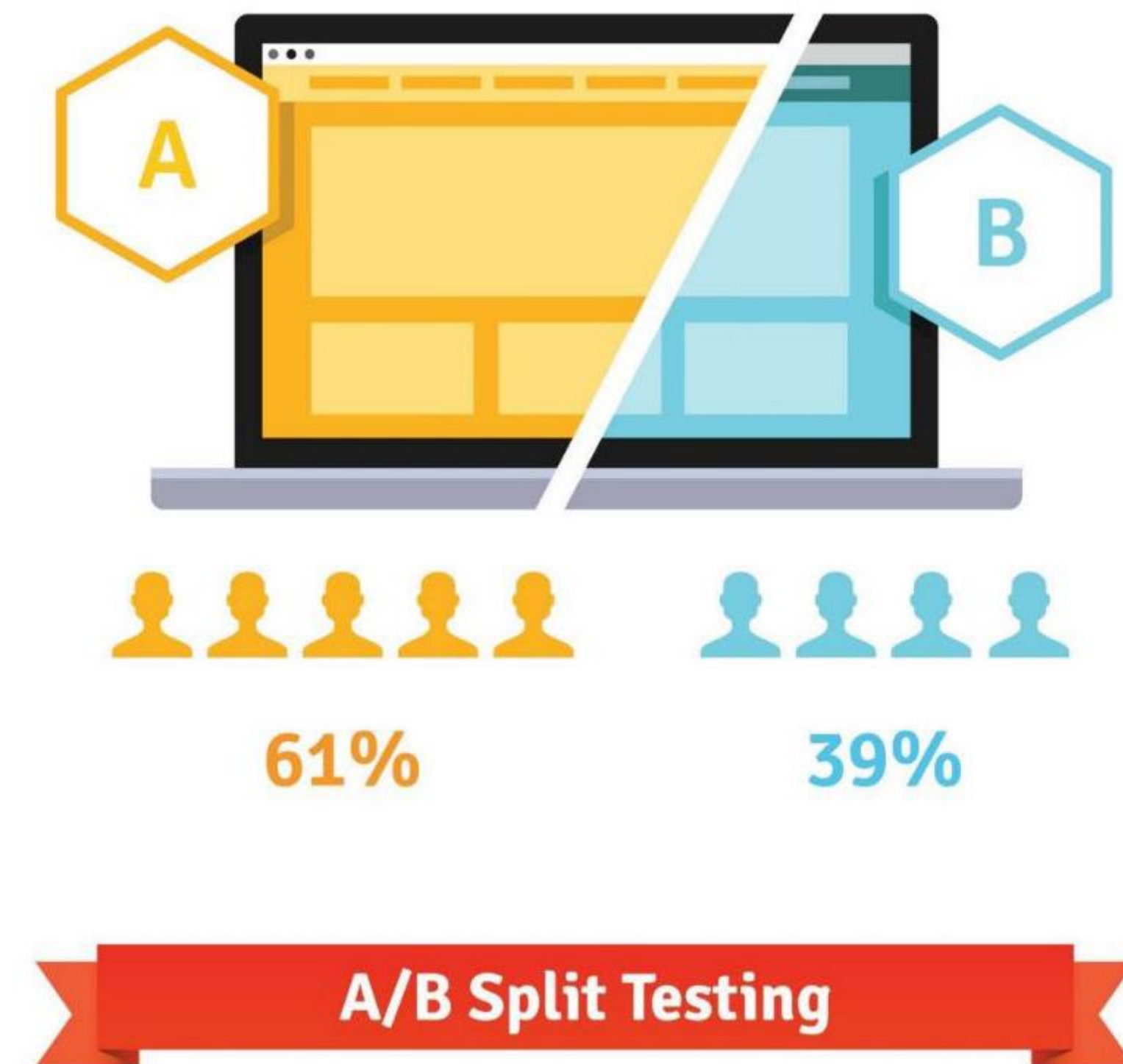
3. Testing

— ..



AB / Split Testing

- Color
- Placement
- Wording
- Images
- Actions (redirects)



Example

Call to Action (CTA) Buttons

START YOUR ENGINES

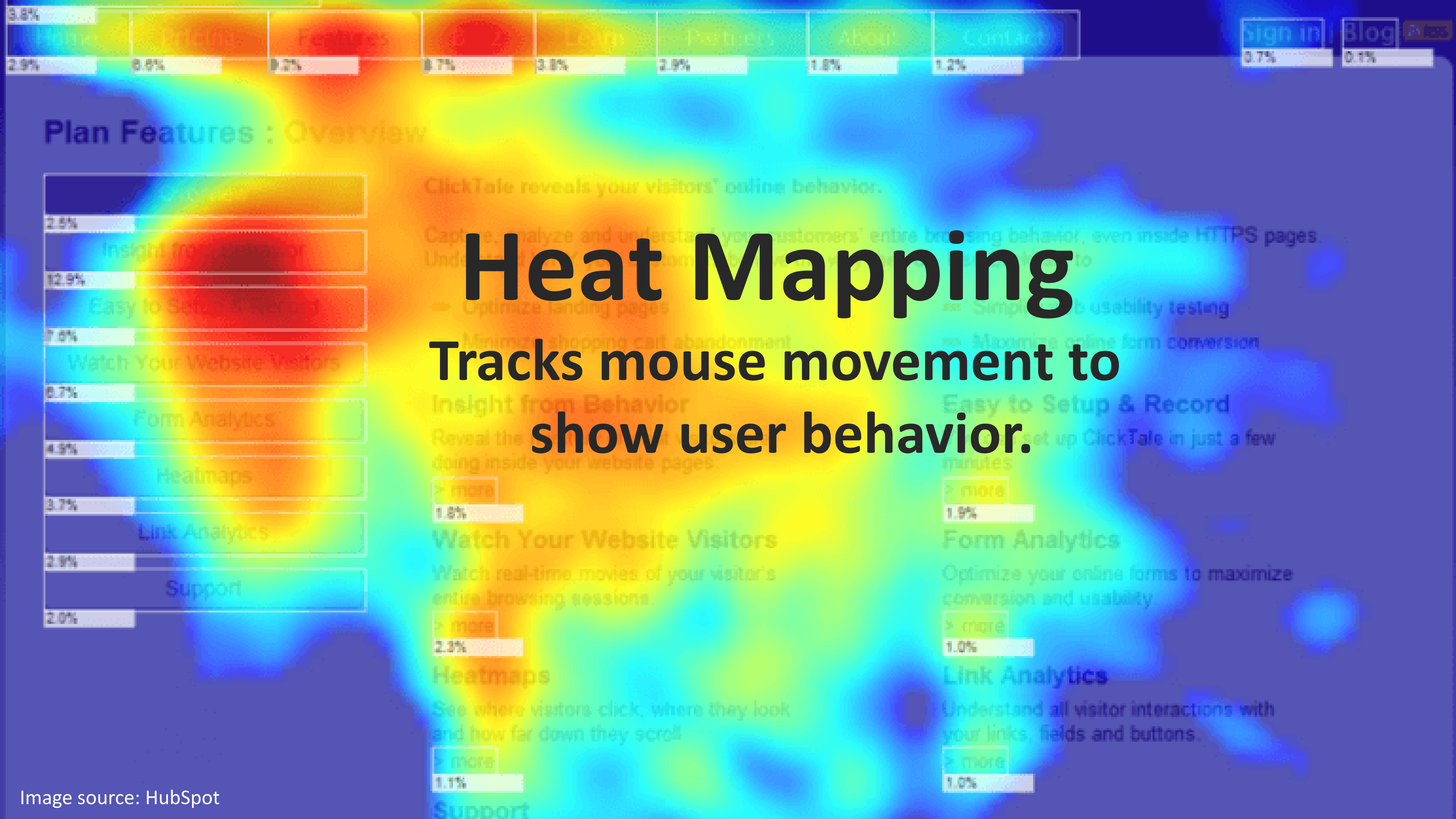
GET IN TOUCH



8

CONVERSIONS

16



Heat Mapping
Tracks mouse movement to
show user behavior.

Example



What is Your Desired Glass Size?

Whether it is to gain more privacy or to simply give you house more curb appeal, we have hundreds of glass designs to choose from in all different shapes and sizes.

[View our glass door inserts gallery here](#)

If you have sidelites or transoms, we can custom make them to match your standard door glass designs.

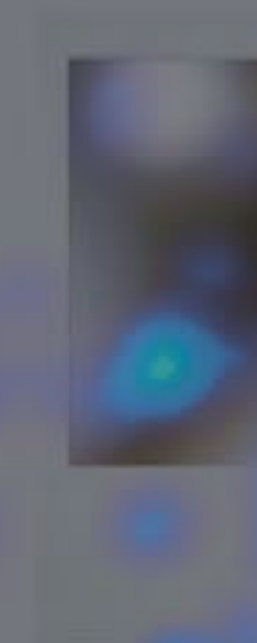
- ✓ We work with the leading glass suppliers to supply you with many elegant and stunning designs. Don't see anything you like? The Door Centre can custom make anything for you at a reasonable price.



Solid Door



22 x 36



22 x 48



22 x 64



Solid Door

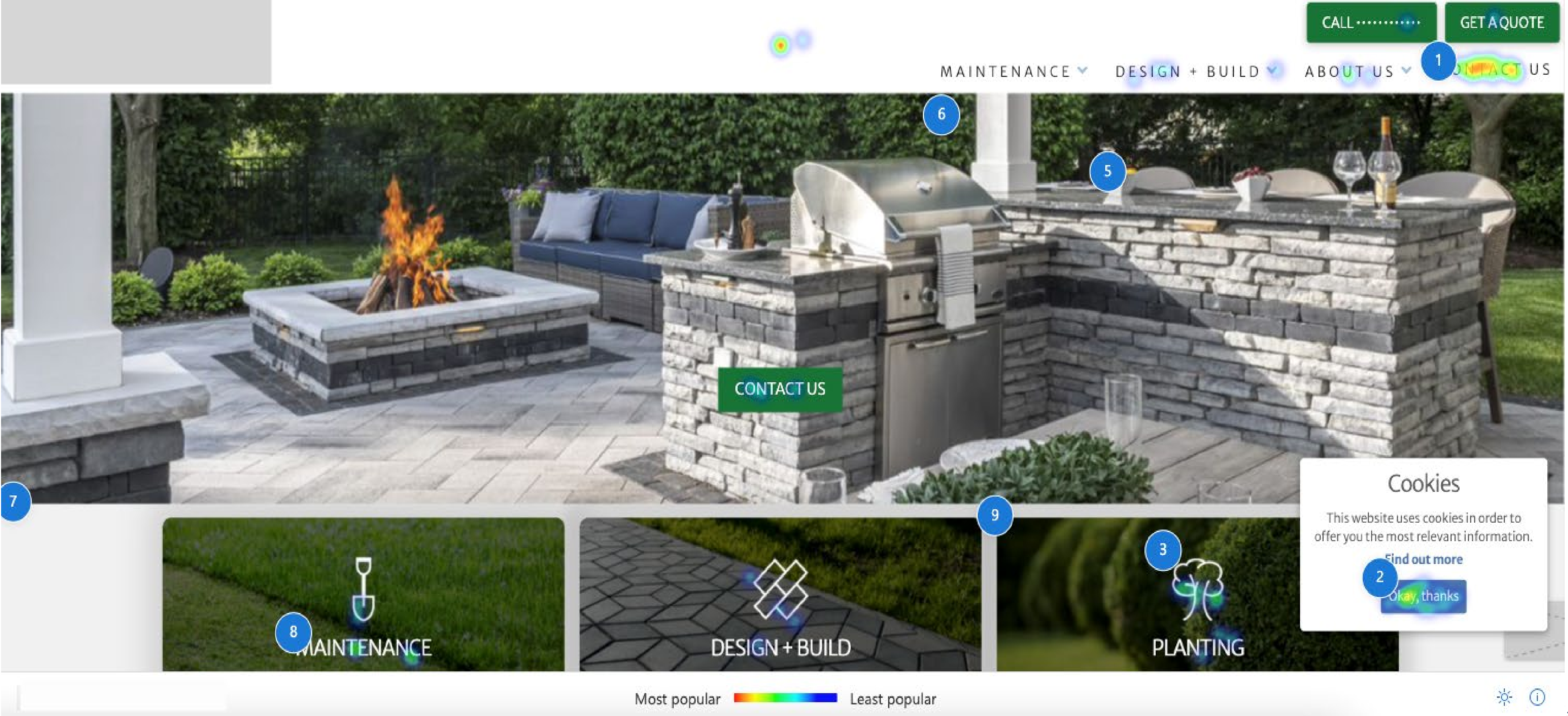


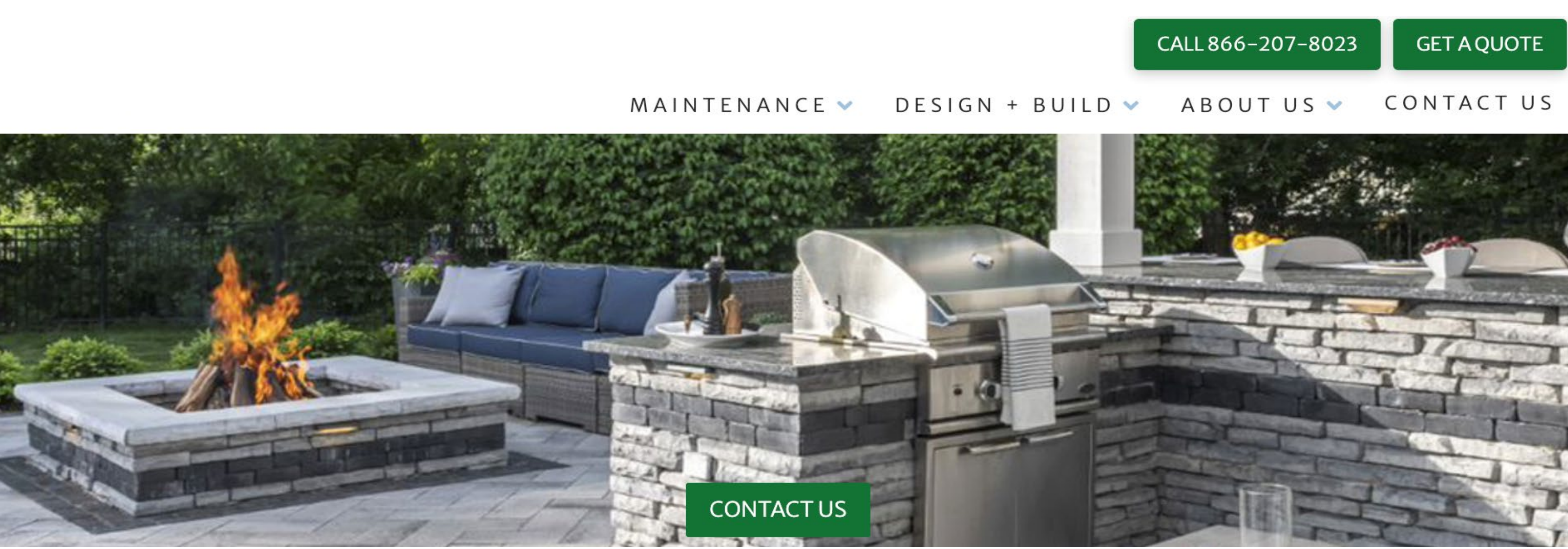
22 x 36



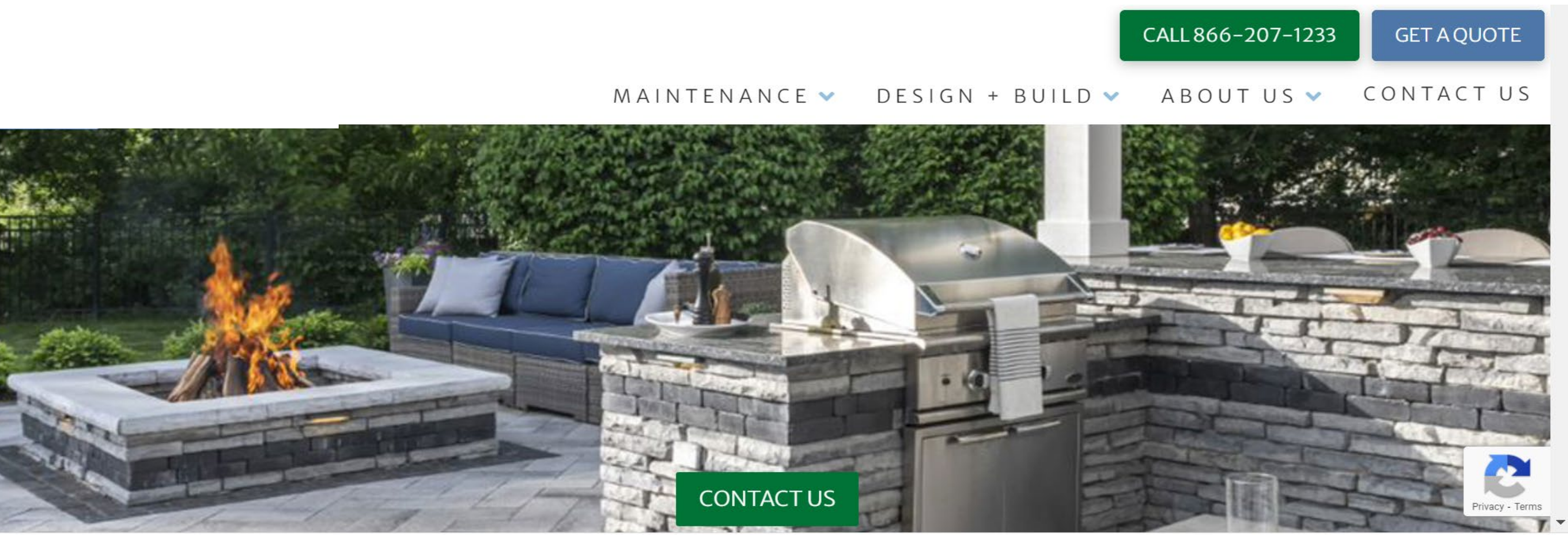
22 x 64

Use heat mapping...

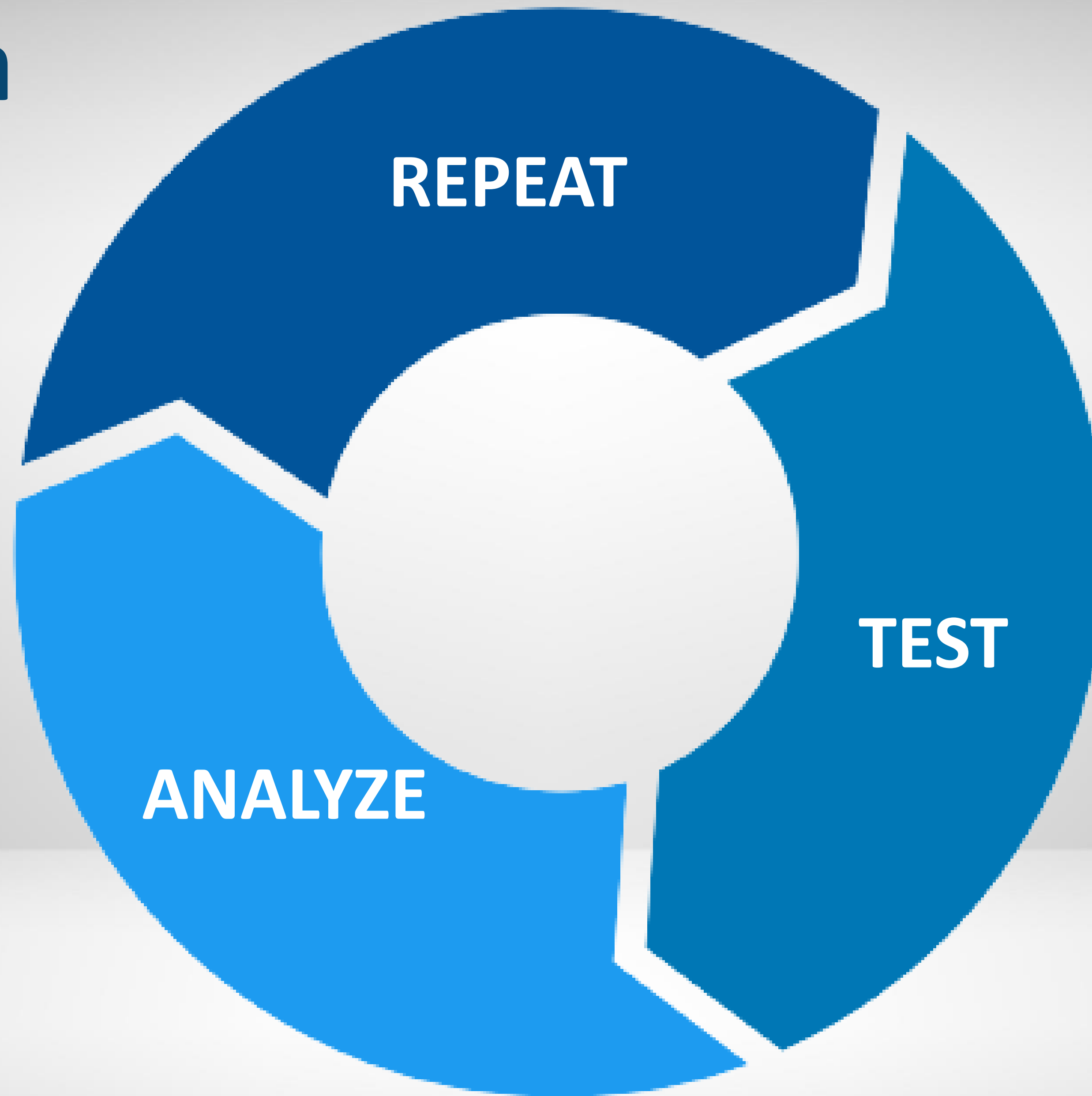




...to split
test
button
colors



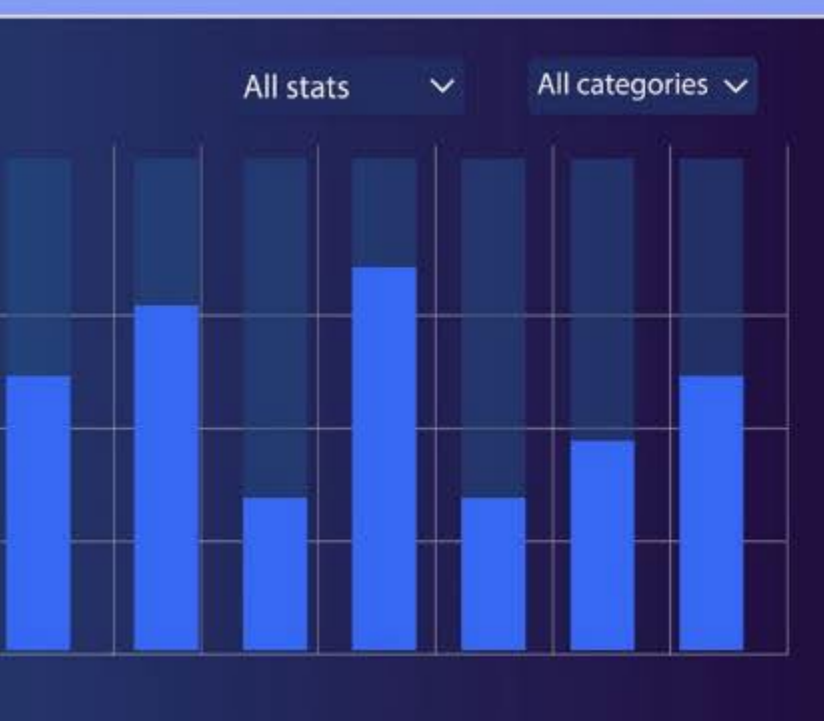
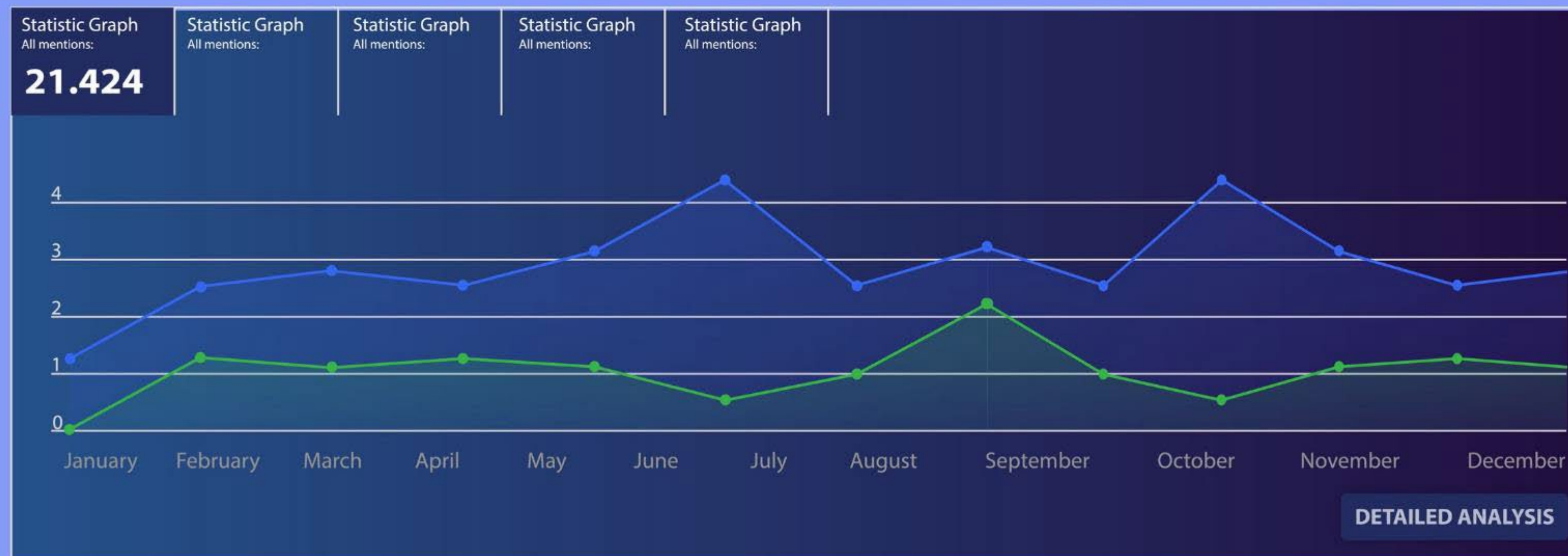
**Testing is a
reiterative
process**



4. Dashboard and Benchmarks

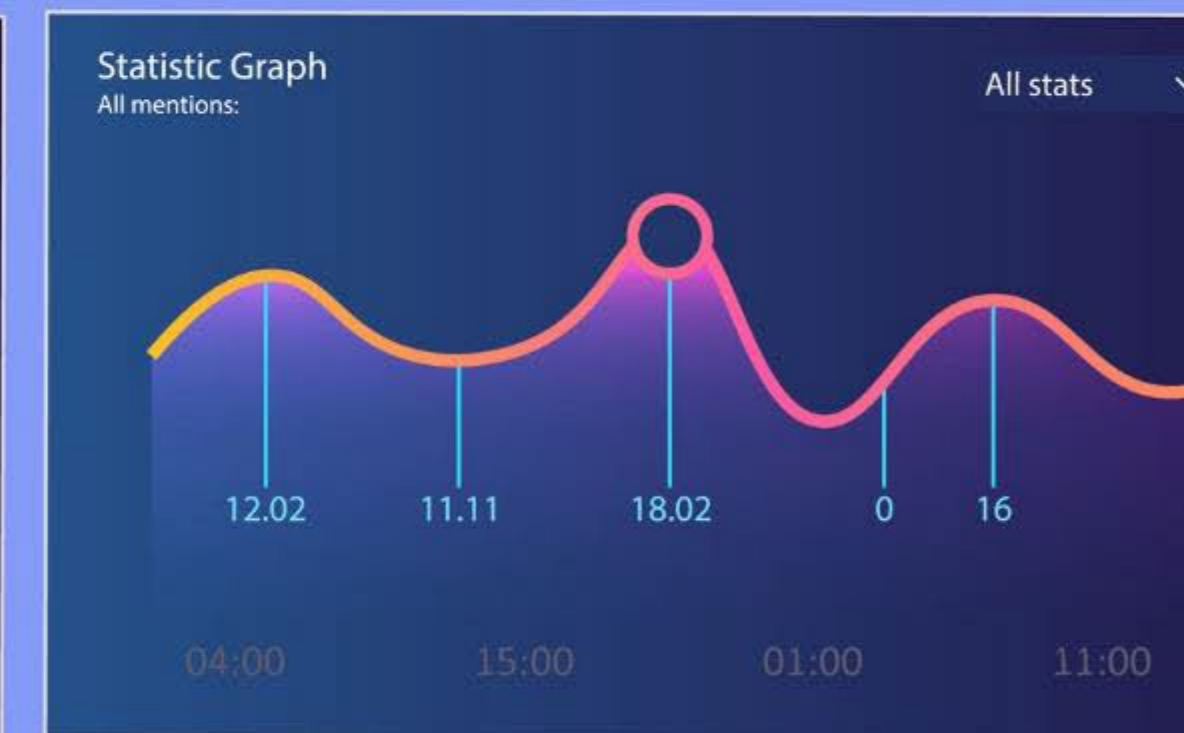
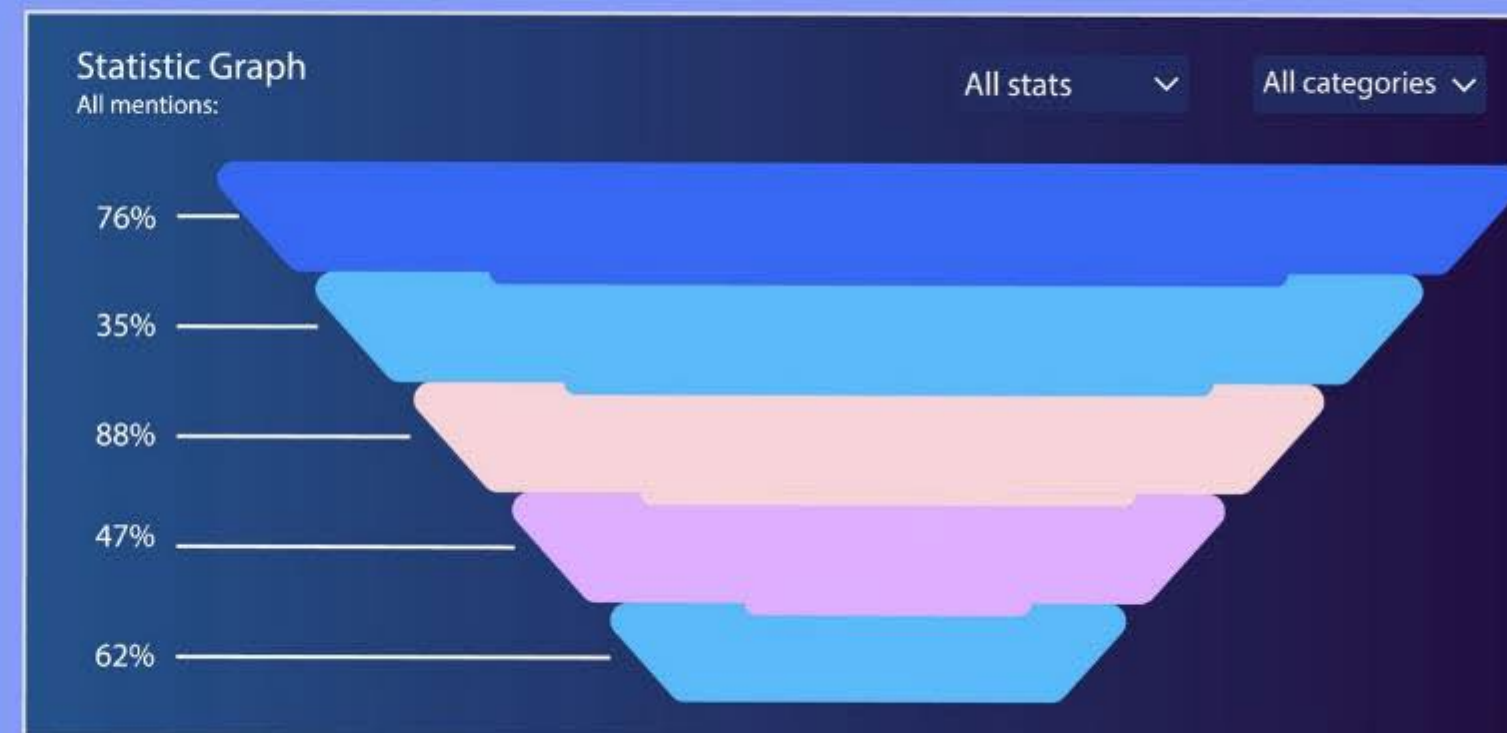


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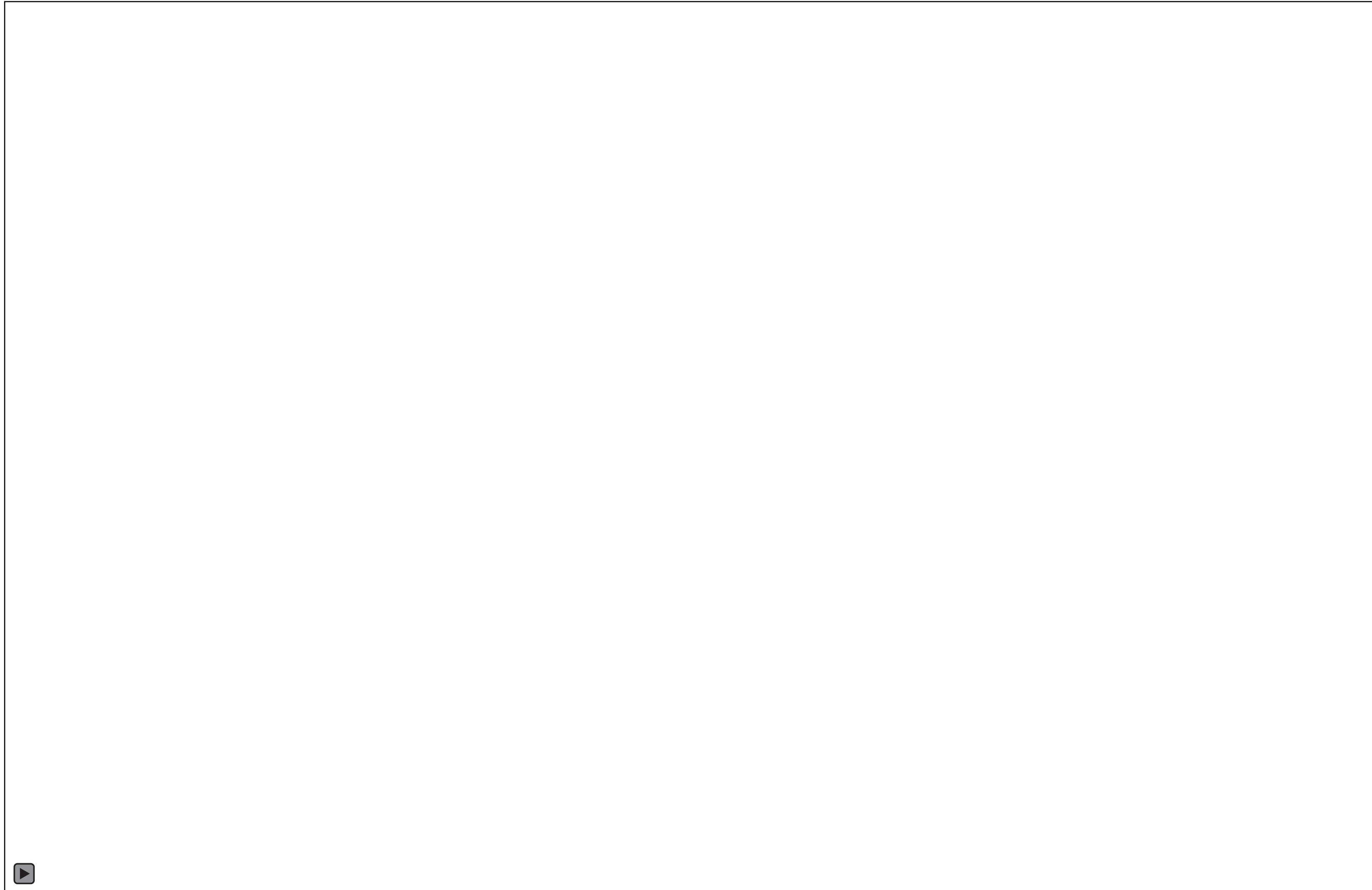


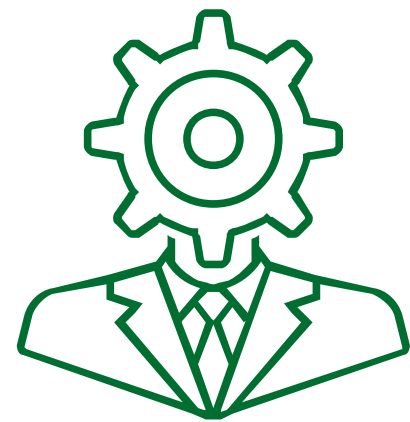
Include all metrics in one dashboard.

- Look for trends
- Compare to previous periods



Example

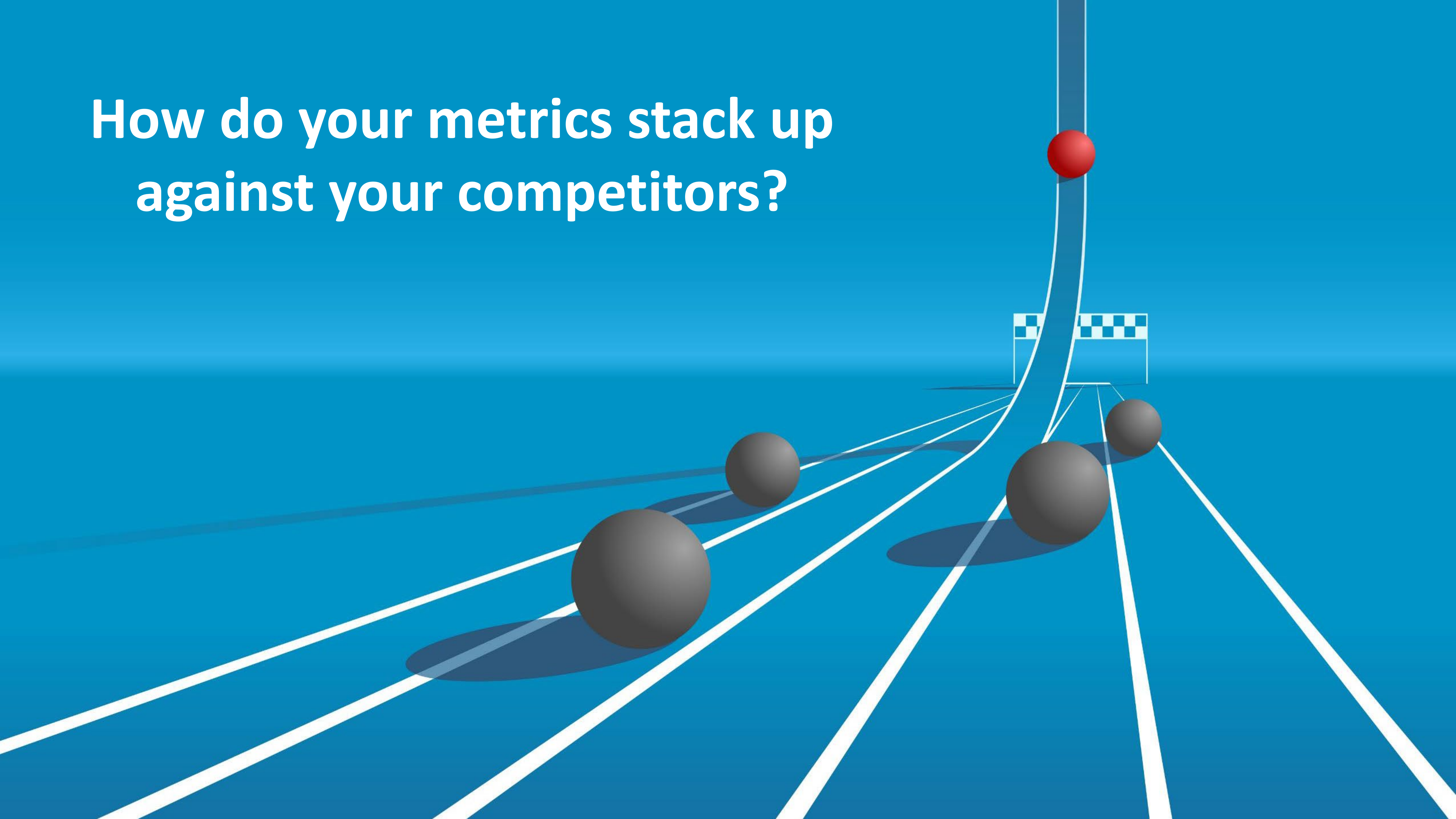




5. Competitor Insights

— ...

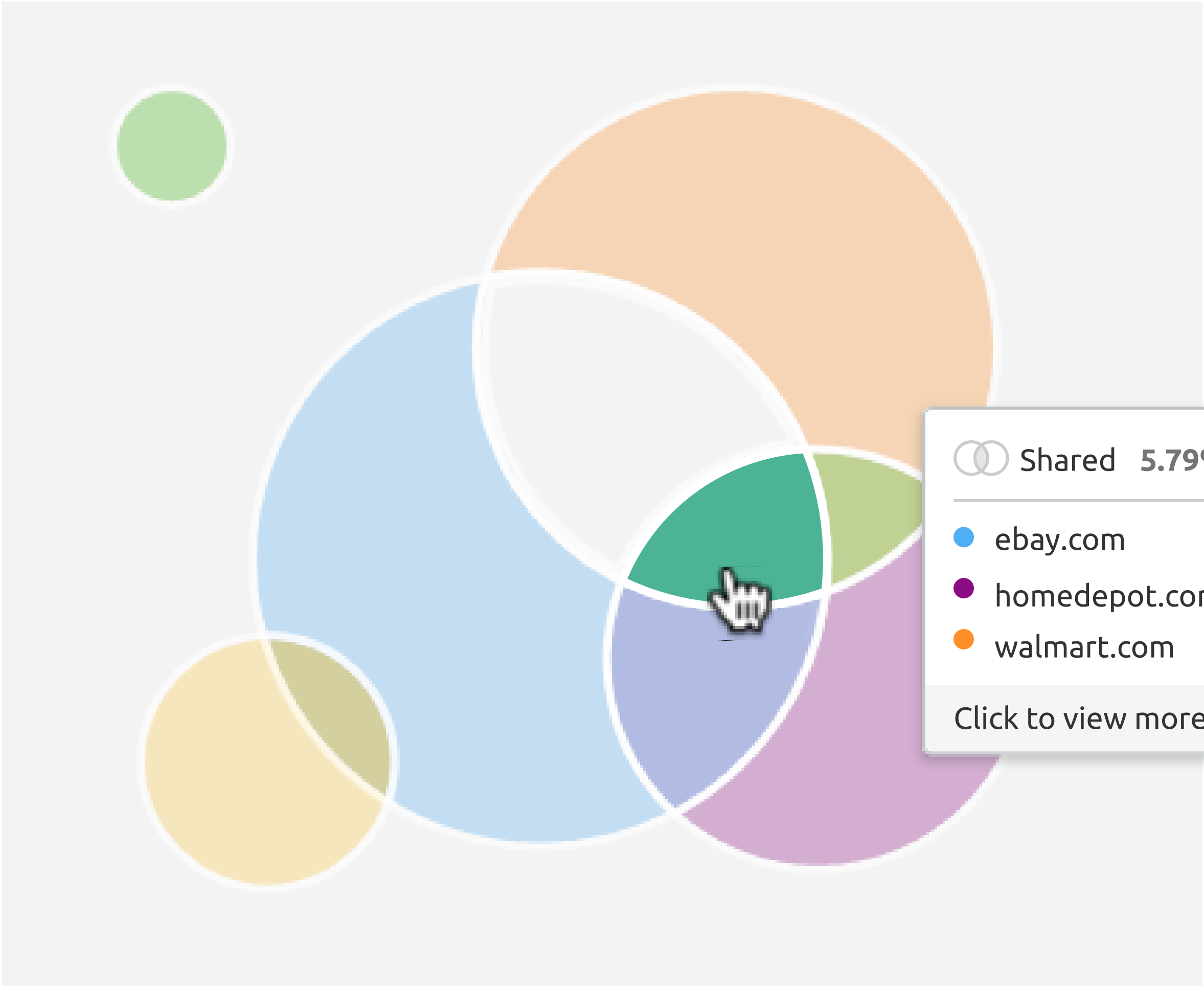
How do your metrics stack up
against your competitors?



Competitive Research



- Website traffic
- Organic research
- Paid ads
- Social media



<input checked="" type="checkbox"/>	ebay.com	339.3M
<input checked="" type="checkbox"/>	wayfair.com	71M
<input checked="" type="checkbox"/>	walmart.com	226.6M
<input checked="" type="checkbox"/>	homedepot.com	143.3M
<input checked="" type="checkbox"/>	target.com	118.5M

Summary of Key Takeaways



1. Track what is important to you.

2. Use software and tools to track important metrics.

3. Continuously test and try new things to achieve optimal results.

4. Display data in dashboards for a holistic view and to look for trends.

5. Use insights and research to see how you compare to competitors.

GET A FREE COMPETITIVE ANALYSIS



High-level View of Competitor Insights

Find out how your website stacks up against your top competitors and identify some initial marketing opportunities for your business.

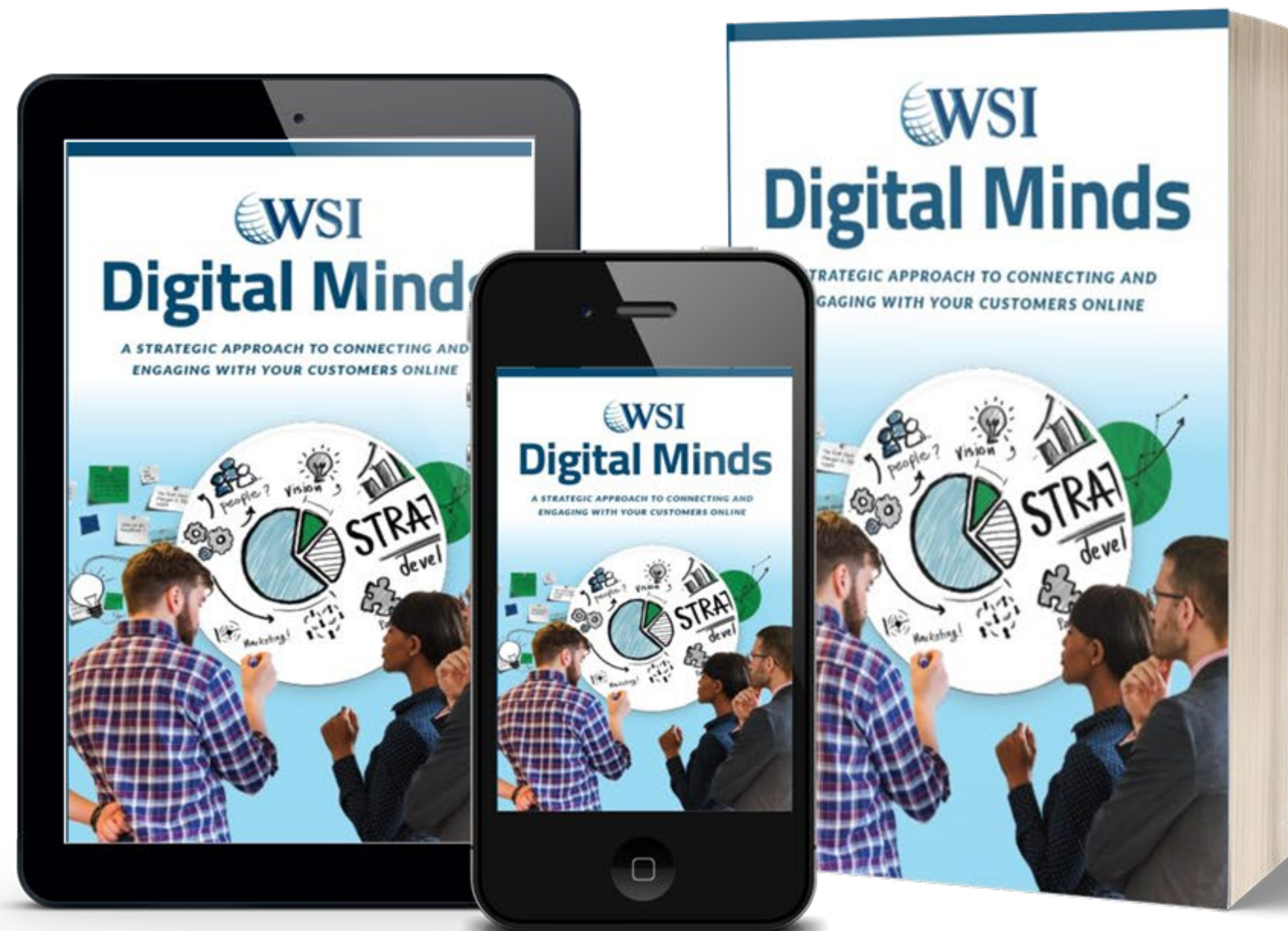
Visit bit.ly/WSIOct27Webinar for our FREE offer.





Now it's time for some Q&A

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Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>



Thanks for joining us.
Please share your feedback in our survey!