

Only Psychics Don't Use
**Marketing
Measurements**



THE
walsh
GROUP

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Since 1981, Pat's marketing and advertising savvy — along with his thorough understanding of the challenges of entrepreneurship — have helped The Walsh Group to thrive, and over 100 clients to prosper. He has long been a proponent of using Websites and traditional promotional thinking to create cohesive, hard-working marketing programs. He is a true believer that marketing should always generate a measurable ROI.

Pat is a true Renaissance man: Businessman, Philosopher, writer, actor, dancer and theatrical director. All talents which help generate and nurture the many and varied creative solutions he brings to his clients.

Believe it or not, the marketing world has its own slew of awards – the AME, DMA, and The CLIO, to name a few. However, effective marketing is not about being clever and winning awards. It's about making sales. If you agree that your bottom line is more important than a shelf full of trophies, then you know it's essential to understand which marketing practices are bringing in the business, and spend your marketing dollars wisely.

Measurements can show you if your efforts are paying off or they're a waste of time and money. Are you achieving your marketing goals? How do you know?

Marketing is a Science, Not an Art

Ads can look like they belong in an art museum – that's art. But were they measured against your goals and found to be effective in selling the product or services? That's science. Believe it or not, though it can be pretty, marketing is a science.

That's great news because it means you can learn what's working and what's not.

The trick to scientific marketing is really a matter of testing and tracking. In other words, measure to see what's working and what's not, so you can build on your success and eliminate the rest.

The objective of measurement is to know you're spending your money in the right places to get the maximum impact.

We use measurements to look for trending

- Are we getting more leads?
- What are the sales numbers compared to last month, last quarter and last year?
- Are website visitors trending up?
- Have any changes to the Search Engine Optimization Program had an impact?
- Are changes to website strategies having an impact?
- Is the use of mobile devices to view your website trending up?

These types of trending measurements can be an indicator of the health or decline of your marketing efforts.

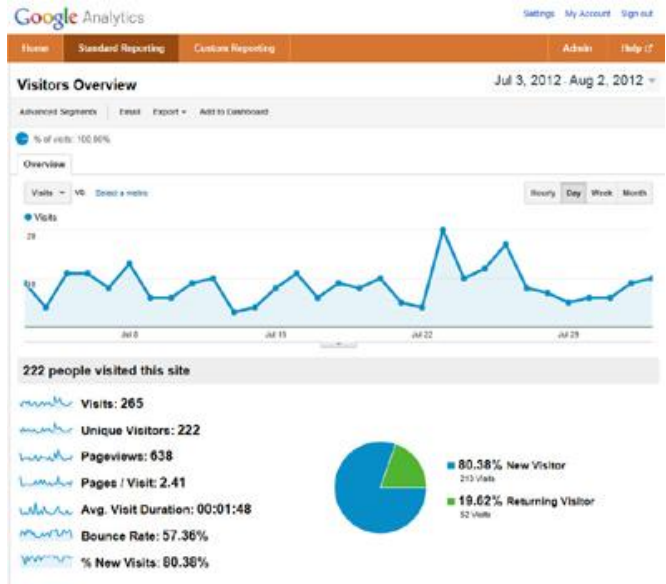
There is so much information it can be overwhelming. Pick the measurements that are most impacted by your marketing strategy or campaign.

Here are 4 ways you can track and measure your marketing programs:

1. Websites - Google Analytics

Google Analytics is a **powerful and free tool** that provides a ton of website-related statistics. You can see how your visitors find your site (where they're coming in from) and how long they stay. You can see the pages they look at and in what order. Some Google Analytics measurements include:

- Number of visitors
- Number of repeat visitors (are they coming back?)
- Number of visitors who find your site using search engines
- Sudden spikes in visitor traffic
- Most popular pages
- Least popular pages
- How most visitors navigate through your website



There are many measurements available through Google Analytics, however, for simplicity I'll give you 4 of the more useful ones.

A. Google Analytics Goals (Funnels)

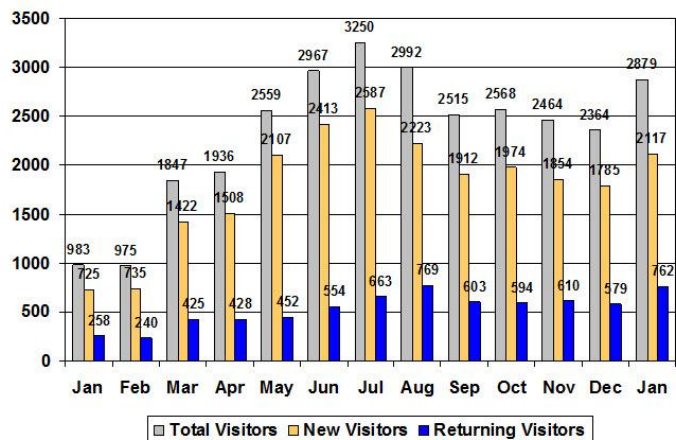
If you're using Google Analytics you can set up "goals" to track clicks to an online ad or promotion (landing) page. You determine what your goal is, for example, a dollar figure for sales, or a percentage of people who fill out a form for more information. Then you can track against those goals. Very powerful.

B. Total number of visitors to your website

You need to know if visitor traffic to your website is increasing or decreasing over time. We would always hope for an upward trend.

Our goal at The Walsh Group is to continuously increase the number of visitors to your website. An upward trend in the number of website visits is a key measurement. For some clients it means 100 more visits a month; for others it's 1000 more. But as long as it's trending up, it's always a good thing and the sign of a "healthy" website and online marketing program.

Visitors to Website



Visit = series of page views that a single visitor makes at one time. Ends when visitor closes browser or is inactive for 30 minutes.

C. How they find you

Knowing how they got to your site is just as important. It helps you allocate resources and funding to campaigns that will bring more visitors to your site.

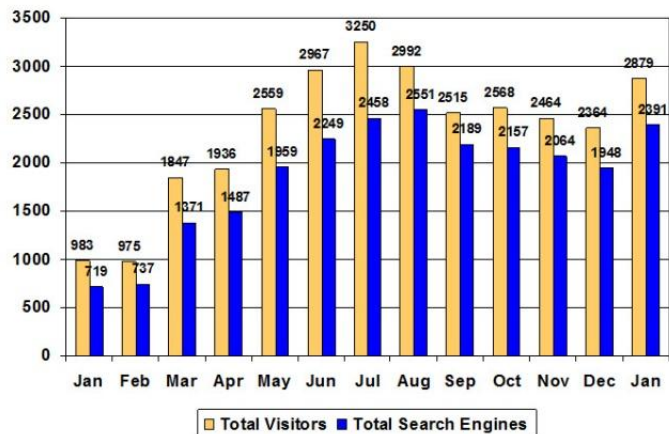
Once you understand visitor trends and how your visitors arrive at your site, you can concentrate your marketing efforts on increasing the number of visitors for the least amount of resources.

D. What do they do when they reach your website?

Now that your prospects have found your site, what do they do when they get there? By tracking visitors, you'll know where the gaps are in your site. If you have great traffic but no one is filling out a contact form or inquiry form or downloading an informative "white paper," tracking will show where your visitors may be having problems or are leaving the site before taking action.

Maybe your website is hard to navigate and they can't easily find what they're looking for. Or, maybe you don't have a persuasive call-to-action on your landing pages, so they leave the site. By measuring your marketing objectives and campaigns, you'll know what is and isn't working.

Total Visits vs. Search Engines



2. Toll-Free tracking numbers

It's easy to track with toll free numbers. Many companies don't realize how inexpensive and simple they are to use. Here's how it works.

You get a toll-free number (800, 866, 877, etc.) and have it forwarded to your main phone number. When the bill comes, you know how many people called the number on your website header or from a print or online banner ad. If you don't get any calls from the ad, and the call-to-action is "Call Us" then maybe the message or placement of the ad needs to be evaluated. Toll-free tracking is less expensive than it used to be. A toll-free number costs around \$3 a month plus the cost of the incoming calls.

[Emergency HVAC Repair](#)
 We'll Be There in 2-4 Hours.
 Guaranteed. Call 1-800-869-9151.
www.AccuTechNow.com
Tracking # on Google Ad



Many of our clients use toll-free tracking numbers. For example, our experience shows about 25% of your website target audience will most likely call you. They simply prefer it to email.

3. Special Website URLs

If you're driving prospects who view your ad or campaign to a specific webpage, you can include the name of the web page in the ad, for example - www.yourdomain.com/specialpromotion.html. You then see how many visits you had (through Google Analytics) to that particular page. However, be aware that many people who view the ad may just enter your domain name in and skip anything after the forward slash. (To prevent this, try setting up a sub-domain, such as www.specialpromo.yourdomain.com.)



4. Quick Response (QR) Codes

It's easy to put a "QR" code into your ad. Those weird looking square bar codes that you can capture with a mobile phone "APP," take you directly to a website page or offer. Very inexpensive QR code generating software is available on the Internet.

So there you are, **4 ways to measure your marketing** so you know what's producing the best results.

Measuring the effect of E-Newsletters (Email Newsletters)

An E-Newsletter is a terrific marketing tool and they're easy to track to know how successful they are.

No matter which email service provider you use, Aweber, Constant Contact, Mail Chimp, etc., each provider has built-in tracking mechanisms that tell you:

- How many emails were sent
- How many were delivered (made it into the Inbox)
- How many were opened and how many people clicked over to your website landing page through links you place in the E-newsletter.
- How many email addresses bounced (invalid addresses, blocked, etc.)
- How many bought so you'll know how much money that e-newsletter made
- How many unsubscribe (opt-out)

You can also tie this in to a Google Analytics goal to show how many made a purchase or signed up for more information.

Test and track to improve your E-newsletter campaign:

Once you start tracking E-newsletter campaigns you can also use measurements to test different elements of the E-newsletter to improve your response.



"From" Field

One recent test showed only a small difference in the open rate of an newsletter that showed in the "From" field that it came from "Customer service - XYZ company" and another that came from the company president. Yet when the "From" field simply had the company's name in it, and didn't show who in the company it was coming from, there was a drop of 30% in the open rate. Test for yourself and then track the results.

"Subject Line"

The subject line is the one everyone talks about and with good reason. If your subject line doesn't pique

interest, your email won't get opened so you'll have no chance of engaging the recipient. Definitely test and track different subject lines.

Click-through rate

Besides your open rate, you want to monitor your click through rate. Which links get the most clicks? What wording did you use and where did it appear in the email? Try moving it around or change the wording.

It's easy to test E-newsletters because your email service does most of the heavy lifting for you.

When Is the Most Important Time to Measure?

This is a common question we get. While ongoing measurement is always important, there are some **key times** when you want to take a particularly close look at the numbers:

A. When you're upgrading your website

Making major changes to your site is a prime time to start tracking. Review your Google Analytics to determine which pages on your site get the most traffic. Look at how your visitors get to that page and what they do once they get there. What could you do to make these pages more effective? Could you improve the navigation? Do you need a call to action? Does the page solve their problem?

B. When you're launching a new product/campaign

If you're launching a new product, you'll most likely develop a new landing page that talks about the product. Will it be a photograph of the product and some text about its benefits with an "add to cart" button? Or will you try another approach? You can develop two pages with different headlines, colors, calls-to-action, etc., and then track visitors to each page, the time they spend on each page, and where they go and what they do once they get there.

C. When you launch a traditional marketing program

We still send out direct mail postcards and put ads into print publications. By checking the measurements you've put in place (and hopefully you have done this), you can discover if it's worth paying \$3,000 for a half-page ad. Watch for an increase in tracked phone calls or a spike in website visitors after the direct mail piece is sent out or the ad is placed.

How Can Measurements Improve Your Sales?

Eliminate marketing practices that get poor results

There's no point in repeating the same thing over and over to get the same results. By measuring your results, you'll no longer say, "We tried that and it didn't work," without knowing why. If the campaign or ad isn't working, you can try a different tactic and find one that successfully connects you with your customers and improves your sales.

Build on what is working

With measurements, you'll know what works. You can take this knowledge and use it to build an ad or a webpage and know it will be successful.

Listen to your customers

Successful companies provide solutions to their customer's problems and make it easy for their customers to buy from them. Measurements can be a "listening" tool to see if your message is reaching your customers the way you intended.



Can you measure everything? No. Approximately 50% of your marketing can't be measured. For example, your branding and word of mouth can't be tracked via clicks and graphs. But you can measure the other 50%. On second thought, you can measure the effectiveness of brands or taglines by sending out a poll or survey. Send out a survey with six logo concepts and ask your customers which one has the most impact and why.

Look beyond the numbers to analyze the reasons for good or poor results

All of these numbers are well and good but without an understanding of their context, they don't mean much. You need to understand what they mean and how they impact your bottom line.

The thing to know about measurements is that they are numbers and are therefore subject to interpretation. One of the things we do at The Walsh Group is interpret those numbers and help you make sense of them. Our goal is to help you improve your bottom line.

Now that you know some of the key ways of measuring your marketing, you can move ahead. By creating structure and then measuring it, you'll know what's working. We can help you get started. Why not contact us for your free consultation?

By the way, when you filled out the form to download this paper we kept track of it so we can see how many people downloaded it. We created a Google Analytics goal and funnel to track through the whole process so we can make adjustments down the road if necessary.

I promised you a one-time offer

So what's this great discounted offer for a one-time expert opinion of your website?

It's very straightforward.

If you currently have Google Analytics or some other metrics software tracking on your website, we will look it over and prepare an overview report of what we see, how it relates to your website, and what, if anything we recommend.

Usually this service would cost \$350. But since you got this far in the whitepaper, we figured you have a genuine interest in what numbers have to say.

Simply email me - Pat@thewalshgroup.com to start your consultation.

Thanks for your time. I look forward to talking with you.

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