

# SHOWING VALUE

THE HOWS, WHYS, AND LIMITATIONS OF  
MEASURING MARKETING EFFORTS

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PRESENTED BY

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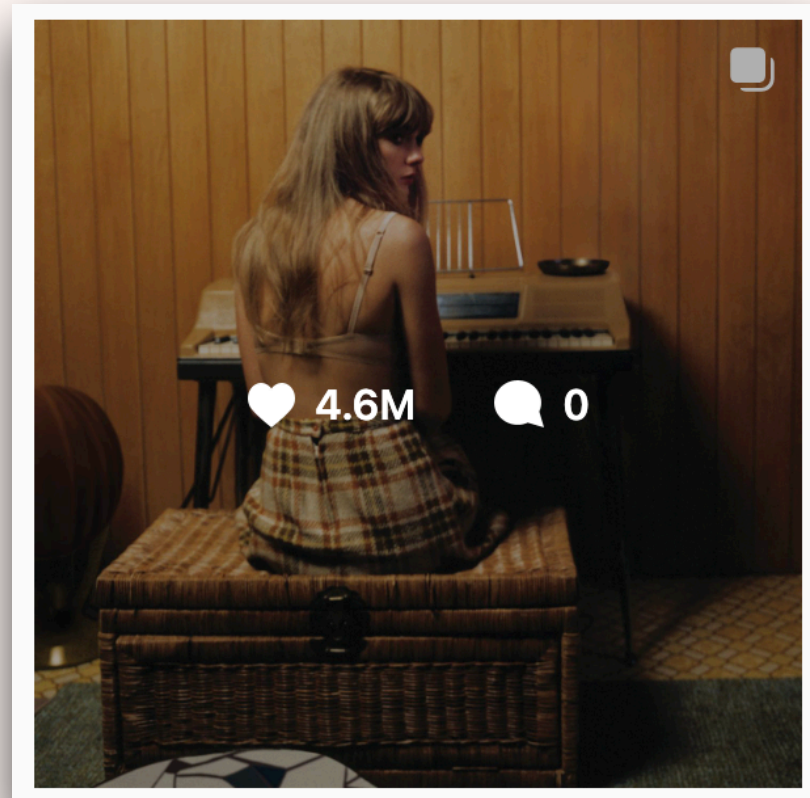
## Who am I?

- Director of Engagement at Mostly Serious, a full-service digital marketing agency in Springfield, MO
- Lead strategic marketing efforts alongside our clients
- 12+ years of marketing experience both with agencies and in-house
- Reach me at [sarah@mostlyserious.io](mailto:sarah@mostlyserious.io)



## What's On Deck

*Let's dig into ROI, using guidance from marketing mastermind Taylor Swift.*



1. What are KPIs?
2. Setting Effective KPIs
3. How to Measure KPIs
4. Avoiding Measurement Pitfalls



# What Are KPIs?

*Mostly Serious*

**What if I told you none of it  
was accidental?**

*- Taylor Swift (Mastermind)*



## What are KPIs?

*It stands for Key Performance Indicators and it's all about being intentional in your efforts.*

### KPIs ARE:

- A defined metric to measure the results of your actions in relation to your goals
- A tool to help you objectively measure your efforts

### KPIs ARE NOT:

- Numbers you pull once or twice a year for board meetings and then put back in the drawer

Here's an example.

**Goal:** Run a marathon in March.

**Strategy:** Progressively increase the distance I run each week between November and March.

**KPI:** How many miles per week I run.



## Why set KPIs?

*It's not only because your boss asked you to.*

- Can be a really effective tool to help you know if your work is doing what you intend it to do
- Allow you to identify issues that may keep you from meeting your goals and give you an opportunity to adjust
- Show quantitative data to back up your marketing investments





# Setting Effective KPIs

*Mostly Serious*

**Strategy sets the scene for the  
tale**

*- Taylor Swift (Mastermind)*

### How do you set KPIS?



#### CLARIFY YOUR GOALS

Setting clear, precise, and agreed-upon goals is the most important part of this process. When creating goals, keep asking “to what end?” or “why?” until you get to the root of the goal.



#### DEFINE WHAT SUCCESS LOOKS LIKE

Once goals are set, outline strategies and tactics to support the goal. Define what tactical success looks like based on industry or organizational benchmark data.



#### CONTEXTUALIZE YOUR EFFORTS

Contextualize what you are trying to accomplish. By doing X, we will impact Y. Benchmark Y at the start of the campaign so you can measure your KPIs against that throughout.

# How do you define tactical success?

## DIGITAL ADVERTISING

### *The easiest to track*

Benchmarking here is key. Tactics like banner ads are often effective awareness generation tools, but expected engagement numbers are very low. To define success, look at past campaign results internally and do some online searches for industry benchmarks.

## SEO

### *Playing the long game*

Unless you currently aren't employing any SEO best practices, you won't see results quickly. This is a longterm strategy to help build your web presence outside of paid ads. Identify the top keywords you want to rank for and benchmark your current rankings using Google Search Console, Google Keyword Planner, and tools such as MOZ or Semrush.

## TRADITIONAL ADVERTISING

### *Still has its place*

Traditional advertising is often some of the hardest to provide data for but that doesn't mean you should avoid it. Practices such as creating unique URLs for campaign calls to action can help this. Utilizing consumer surveys or even special deals can also help identify how effective a traditional campaign was.



## What else should you think about?

*Set yourself up for success.*

- What is meaningful to your organization?
- What do you have control over?
- What information will you need from other departments?
- How often should you update KPI data?



# How to Measure KPIs

*Mostly Serious*

I laid the groundwork and then  
just like clockwork, the  
dominoes cascaded in a line

*- Taylor Swift (Mastermind)*



### MAKE SURE GOOGLE ANALYTICS IS UP TO DATE

While other analytics tools are out there, Google is king. Make sure you have transitioned to GA4 and updated your events and conversions in the new analytics platform, using Google Tag Manager to capture events that are important to your KPIs.



### SET UP CONVERSION TRACKING FOR DIGITAL ADS

Define what action you want ad viewers to take and track it. Google Ads has robust tools for tracking ads within their platform using Google Tag Manager but conversion tracking is available for other ad platforms too, such as Meta, by placing a pixel on your website.



### USE TRACKING LINKS WHEN SHARING URLS

Utilizing link shorteners like bitly or UTMs can help you track data and attribute actions even outside the Google ecosystem. These are especially useful in tactics such as social posts and newsletters.

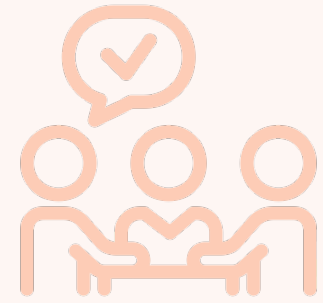


### CREATE CONSISTENT MEASURING TOOLS

Whether its a spreadsheet or something more sophisticated, create a consistent way to track your metrics so you are always comparing apples to apples. Write out exactly how you are pulling the data so there is no confusion if and when this task is done by others.



# Setting Appropriate Expectations



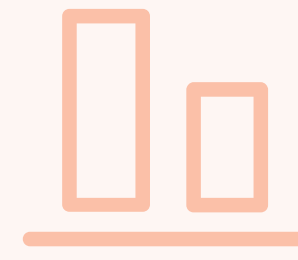
## SPEAK THE SAME LANGUAGE

One of our jobs is to translate marketing lingo into clear, meaningful terms for people outside our department. If they don't know what SEO is, they don't care that you are doing it well.



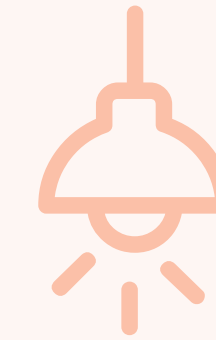
## BENCHMARK DATA

Showing historical internal data or industry benchmarks for tactics gives non-marketers a better idea of what success looks like so smaller numbers associated with certain tactics don't scare them.



## MANAGE EXPECTATIONS

Be realistic about what is possible. It is very rare that one campaign will double or triple your business. Approach campaigns like laying bricks - they will build up to big change but not all at once.



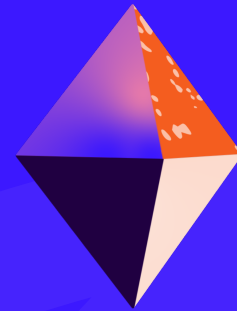
## BE CLEAR

Be very upfront about what your expectations for your strategies are. Sometimes strategies that will help achieve a certain goal will make strategies associated with previous goals decline. Say that upfront to avoid surprises.



## BE BRAVE

Don't be afraid to stand up for small numbers. A 2% increase in form submissions may look small but have an outsized impact compared to a 20% increase in web traffic.



# Avoiding Measurement Pitfalls

*Mostly Serious*

**If you fail to plan, you plan to  
fail**

*- Taylor Swift (Mastermind)*

# Common Pitfalls

## CHANGING TECH POLICIES

*Renewed focus on user privacy*

Between Google moving away from the use of cookies to Apple now prompting users to opt-in to IFDA (identifier for advertisers) instead of just allowing them to opt out, data measurement is going to look very different in the coming years. As with everything, the key is to stay curious, learn about the changes and the tools that will inevitably be developed to help you still track the data you need.

## NO CLEAR MEASUREMENT MECHANISM

*Some of the most valuable interactions can't be measured*

Word of mouth, or its digital cousin dark social, are a great example of valuable communication you can't easily measure. Content shared by connections is often perceived as more trustworthy but it's very hard to measure a website texted to a friend or a conversation with a neighbor.

## LACK OF DATA SHARING

*You can only work with the data you have access to*

Sometimes organizational cultures hinder data-based marketing efforts. It is important to foster an organizational culture where everyone feels like they are on the same team and shares information to help one another succeed.

If you remember nothing else...

The biggest pitfall is forgetting  
the big picture.



*Thank you!*