



Metrics Planning Worksheet

MARKETING METRICS PLANNING WORKSHEET

Would you hire an employee, pay them a salary and never check on their work, never set goals or measure performance? Of course not! Whether you work for a large company or a small business you have a limited amount of money to spend on salary, and you use performance measures to gauge whether your money is being well spent.

While most business owners understand this idea when it comes to employees, they don't see that it applies equally well to their marketing. In a very real way, the \$10,000 – \$100,000 you are spending on marketing is like hiring another employee. Marketing metrics help you figure out if the money is being well spent.

For every marketing investment you should have a specific objective or goal and a metric. Use this worksheet to outline your objectives and your measurement strategy

KEEP IT SIMPLE

It is easy to get bogged down with too many metrics. Your metrics should be a relatively small list to give you a snapshot of your business at a glance. Ideally, you should measure things that:

- Drive or reflect business results.
- Can be influenced by your direct action.
- Can be measured accurately, consistently, and cost effectively.

WHAT WILL YOU TRACK?

List each major marketing tactic (newsletters, social media, networking, advertising, etc) . For each one identify the metric. While sales are the end result marketing can be cumulative, so you may have to focus on the interim stems, web traffic, clicks, downloads, calls, etc as the metric)

Here is an example:

Tactic:	Newsletters	Open rate 30% Click rate 20%
Tactics:	Social Media	Facebook: Grow Fans by 20% Drive 50 people a week to the website
Tactic	AdWords	5% conversion on ad traffic

Now it is your turn

Tactic

Metrics

Create a spreadsheet which will allow you to track performance over time. Be sure to keep it up dated. It doesn't do you any good to wait six months to look at your metrics. That is too late to adjust your strategy.