

Optimise your marketing performance

Don't be fooled by vanity metrics



Your measurement checklist

01 Identify your KPIs

Set the foundations for how your business uses data to measure success.

Make sure you have key performance indicators (KPI) in place at a programme level and cascade across key projects and sprints.

Involve your key stakeholders in defining your KPIs and make sure they are clearly communicated within the business. This will help drive buy-in and create ownership in the measurement, reporting and analysis process.

02 Define your data collection

Collecting data across your different and disparate data and systems.

Data, data everywhere! Know your data sources, from customer database & CRM, channel analytics, Google Suite, marketing automation, internal excel sheets - your data is going to be held across multiple systems and tools.

Understand where your data is being collected and how you want to analyse and report on it to support data driven decision making and course correction towards your KPI.

03 Create a reporting framework

Measure what matters and formalise your reporting process.

Create a framework and clear processes for data monitoring, measurement, analysis, visualisation and reporting against KPI.

This will give your team direction on when and how to measure marketing performance and clearly defined roles and responsibilities. To be more agile you need to start small - test, learn and work out what works best for you and your team.

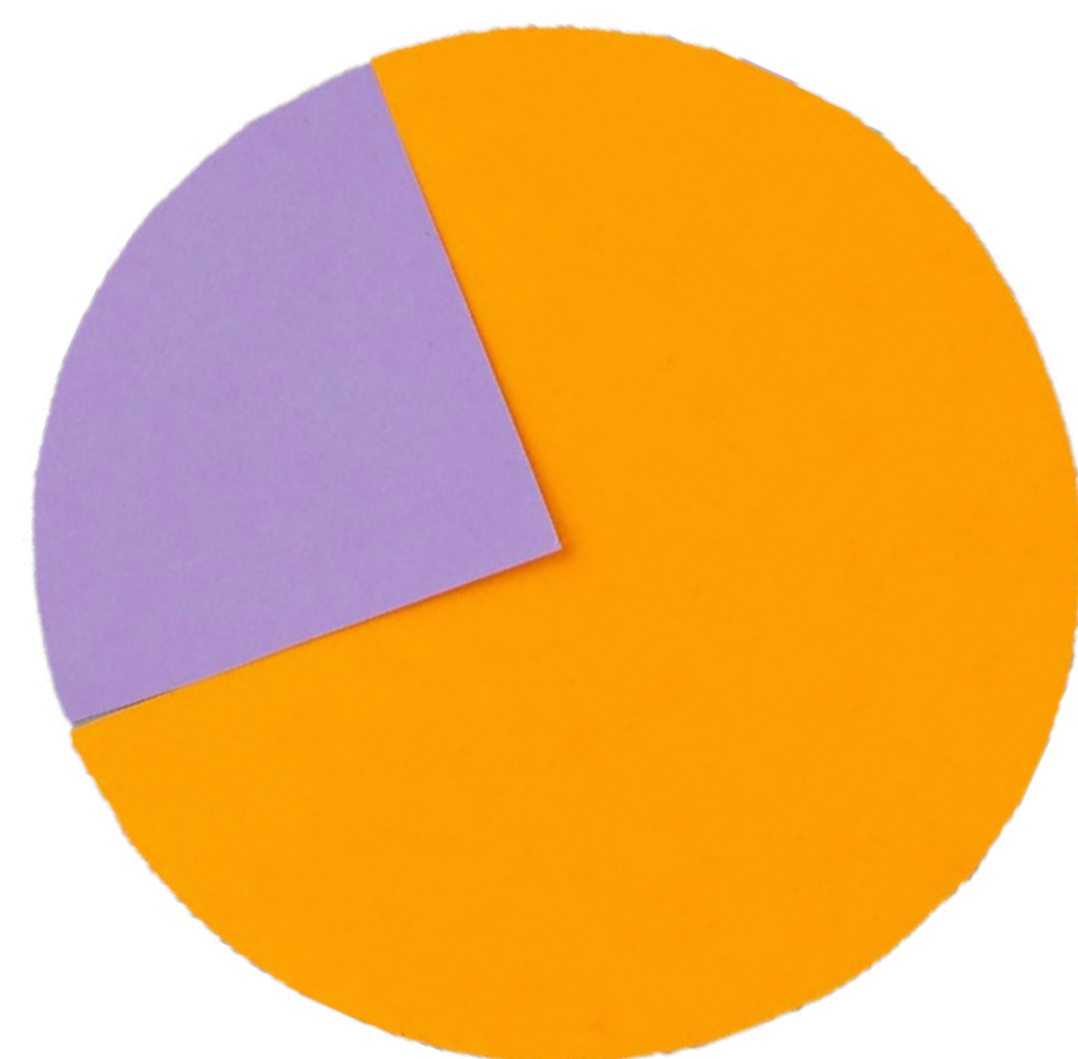


04 Boss it! Analyse and optimise

Understand where your marketing is over or underperforming.

Once you know your data - use it! Use the intelligence to generate insights on what's working, what isn't and why? How does it compare to similar activity? Create hypotheses to test, learn and build continually improving your marketing performance.

Foster curiosity, ask why and encourage interrogation of data to understand the details behind the top line data. Rapidly understand where you have data quality issues or gaps as this impacts the value of your analysis and effectiveness of your marketing activities.



05 Avoid the pitfalls!

Make sure you aren't falling into these common traps when measuring performance.

Quantity not quality - make sure you're measuring quality alongside quantity to ensure you're delivering the right results (leads) for your business.

Not focusing on the customer - a key principle of agile is customer centricity. So make sure you're measuring the effectiveness of your marketing against the buyer journey.

Book in a virtual coffee with one of our agile marketing experts

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