The Marketing Toolbox And Measures

Channel | Measures

Social Media — followers, shares, likes, click throughs to lead pages

Public Relations, Influencer Marketing, Event Marketing — Attendees, sales, leads acquired, social shares

Email Marketing Direct Mail Telemarketing — Opens, click throughs, responses, unsubscribes, leads, shares

Print Media, Magazine, Inserts, Press, Unaddressed mail — brand awareness, traffic to website and store, leads, sales

Online, SEO, Adwords, Display, Social Media Ads — Clicks, impressions, awareness, likes, conversion to leads and sales

Website, Store Front, Social Media Pages — Feedback, brand awareness, conversions, signups, interactions

One on One networking, Affiliate Marketing — Referrals, recommendations, leads

Multi Media Webinars, Videos, business card — Call to action taken, no. of views, clicks, webinar registration leads acquired, recommendations

TV, Radio, Outdoor — Brand awareness, traffic to sites or store

POS, Sales Presentations — Feedback, brand awareness, social shares, mentions

Content Marketing Blogs, Podcast, Slide Sharing, Videos, Ratings and Reviews — Brand awareness, traffic to sites, shares, interactions and comments, views, click throughs, leads

Mobile apps, mobile responsive SMS marketing — Response rate, attendance, opt outs

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