

The Marketing Toolbox And Measures

Channel

Measures

Response rate, attendance, opt outs

Mobile apps, mobile responsive SMS marketing

Social Media

followers, shares, likes, click throughs to lead pages

Public Relations, Influencer Marketing, Event Marketing

Attendees, sales, leads acquired, social shares

Brand awareness, traffic to sites, shares, interactions and comments, views, click throughs, leads

Content Marketing
Blogs, Podcast, Slide Sharing, Videos, Ratings and Reviews

Email Marketing
Direct Mail
Telemarketing

Opens, click throughs, responses, unsubscribes, leads, shares

Feedback, brand awareness, social shares, mentions

POS, Sales Presentations

Print Media, Magazine, Inserts, Press, Unaddressed mail

brand awareness, traffic to website and store, leads, sales

Your Customers

Brand awareness, traffic to sites or store

TV, Radio, Outdoor

Online, SEO, Adwords, Display, Social Media Ads

Clicks, impressions, awareness, likes, conversion to leads and sales

Call to action taken, no. of views, clicks, webinar registration leads acquired, recommendations

Multi Media Webinars, Videos, business card

Website, Store Front, Social Media Pages

Feedback, brand awareness, conversions, signups, interactions

One on One networking, Affiliate Marketing

Referrals, recommendations, leads



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