INTERNAL REPORTING PROCESS

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A NOTE TO THE CEO

Think of the marketing report as a fitness tracker for your organization's health. You would never hire a personal trainer who doesn't track weights, sizes, and progress; but so many organizations will do this with their marketing team by tracking irrelevant data, if any at all. If you don't have a way to measure your healthy habits - how do you know if they are helping you reach your goals?

This document outlines how to set marketing KPIs and properly report them.

How to set KPIs

KPIs, also known as Key Performance Indicators, are used to evaluate the success of a particular activity or process in relation to the organization's goals. KPIs are crucial when monitoring the success of marketing and creative initiatives to ensure that you are hitting or surpassing your goals with a return on investment. These can be set for a multitude of different initiatives, including paid and organic search, mailers, events, fundraisers, etc.

Below are the steps to set KPIs for increasing event attendance.

1. Define the Objective
    a. Clearly articulate that the primary goal is to boost attendance at a specific event through targeted digital advertising campaigns.
2. Establish a Baseline
    a. If the event has been held previously, analyze past attendance figures to set a realistic target for improvement. For new events, set targets based on the capacity you aim to fill or estimates from similar events.
3. Identify Key Conversion Actions
    a. Determine which online actions are indicative of a potential attendee's interest. This could include actions such as submitting an RSVP, purchasing a ticket, or registering online.
4. Set Specific, Measurable Goals
    a. Decide on a clear, quantifiable target for the increase in attendance. For example, aim for a 15% increase in overall attendance or a specific number of online registrations directly attributable to your digital marketing efforts.

5. Implement Tracking Mechanisms
    a. Conversion Tracking: Use tools like Google Ads conversion tracking to monitor online registrations, ticket sales, or RSVPs.
    b. Engagement Tracking: Analyze engagement on the event landing page or website, including metrics like page views, time on page, and conversion rates.
6. Formulate Your KPI
    a. Your KPI should be a clear, measurable statement, such as:
    b. Attendance Increase Goal: "Achieve a [specific percentage or number] increase in event attendance as a direct result of the digital advertising campaign."
    c. Conversion Goal: "Generate [specific number] of online registrations or ticket sales through the campaign within the [specific time frame]."
7. Review and Optimization
    a. Review campaign performance frequently and adjust strategies, such as refining ad copy, making targeting adjustments, or optimizing the landing page to improve conversion rates.

Example KPI for Event Attendance:

"For the upcoming [type of event], our goal is to increase attendance by [specific number or percentage] compared to [last year's attendance/expected baseline], translating to a total of [target number of attendees]. This increase should be directly attributable to our digital marketing campaign, with a target of [specific number] new online registrations or ticket sales achieved through the campaign."

This framework provides a structured approach to setting and achieving KPIs for event attendance through targeted digital marketing efforts. It emphasizes the importance of clear objectives, measurable targets, and continuous optimization to maximize event success.

WHY METRICS MATTER

Leading indicators and lagging indicators:

Leading indicators are predictive measures that indicate future changes and trends. They help you adjust your strategies in real-time to improve future outcomes. Below are examples of the most common leading indicators when tied to a campaign.

Leading indicators

- Ad Click-Through Rate (CTR): Measures the effectiveness of your ad copy and targeting. A high CTR suggests strong interest in your event and predicts higher event registration or attendance.
- Website or Landing Page Traffic: The volume of visitors to your event page can indicate the level of interest generated by your campaign.
- Conversion Rate on Sign-Ups/Registrations: The percentage of visitors who take the desired action (e.g., registering for the event) upon visiting your landing page. Early trends in conversion rates can forecast the final number of attendees.
- Social Media Engagement: Includes likes, shares, comments, and event RSVPs on platforms like Facebook or Instagram. Higher engagement rates can predict greater awareness and interest in your event.
- Email Open and Click Rates: For campaigns promoting the event through email, high open and click rates can indicate strong potential interest in attending the event.

Lagging indicators

Lagging indicators measure the results of your actions and confirm the effectiveness of your strategies. Below are examples of the most common lagging indicators when tied to a campaign.

- Revenue: The total sales generated from a marketing campaign, which directly reflects its financial success.
- Return on Investment (ROI): Measures the profitability of the campaign by comparing the net profit to the cost of investment in the marketing activities.
- Customer Lifetime Value (CLV): The total worth of a customer to a business over the entirety of their relationship. It shows the long-term value generated from acquiring new customers through a campaign.
- Conversion Rate: The percentage of users who take a desired action (e.g., make a purchase, sign up for a newsletter) as a result of the campaign. While it can be seen as both a leading and lagging indicator, it's often considered lagging because it measures outcomes after the fact.
- Customer Retention Rate: The percentage of customers who remain with a brand over a certain period of time. High retention rates can indicate a successful campaign in terms of customer satisfaction and loyalty.
- Cost Per Acquisition (CPA): The total cost of the campaign divided by the number of registrations or attendees, indicating the efficiency of your spending.
- ROI of the Campaign: The return on investment is calculated by comparing the revenue or value generated from the event against the cost of the marketing campaign.

Strategy for utilizing indicators

- Adjustment: Use insights from leading indicators to make real-time adjustments to your campaign. Analyze lagging indicators to make strategic decisions for future events.
- Continuous Learning: Document lessons learned from both sets of indicators to refine your strategies for upcoming campaigns.

HOW TO REPORT ON ORGANIC SOCIAL MEDIA EARNED VALUE

Reporting on organic metrics:

Link Clicked/Engagement: The value of a link click is the paid cost per click multiplied by the number of link clicks—this can be found with an industry average CPC, or if you are running paid media, utilize that average CPC. This is the earned value for organic efforts that were done, if you weren't producing organic content, you would have had to pay for those clicks.

Earned Value= link clicks*CPC

Views: The Cost Per View (CPV) is a metric used to measure the efficiency of a video ad campaign. It is calculated by dividing the total cost of creating and promoting the video ad by the total number of views the ad receives. A lower CPV indicates that the ad is reaching its audience at a lower cost per view, making the campaign more cost-effective.

CPV= total cost/total views

HOW TO REPORT ON CUSTOMER ACQUISITION COST

This includes all costs associated with marketing and sales efforts to acquire new customers. It can include advertising expenses, salaries for marketing staff and sales teams, software costs, and any other expenses directly related to marketing and sales activities. This total number is then divided by the number of new customers acquired—this is the total number of new customers that have been gained within the specific time frame being analyzed.

Example Calculation:
As a company, you spent $50,000 on marketing and sales in a month and acquired 500 new customers during that same period. The CAC would be calculated as follows:
CAC=500/$50,000
CAC =$100. It costs an average of $100 to acquire each new customer.

Cost Per Conversion= Number of Conversions/Total Campaign Cost