METRIC MADNESS:

The Best Marketing Metrics
for Your Business

nuphoriq

ICA
International
Caterers
Association

You will discover...

THE TOP 25 METRICS YOU NEED TO KNOW TO:

1. Grow website leads

2. Increase your website conversions

3. Improve your email and social media marketing success

4. Teach your sales team to "source"

In this webinar…

PART I:
DRIVERS TO THE WEBSITE

Content plans
Contact forms

PART II:
OTHER ONLINE MARKETING

Email Marketing
Social Media Marketing
Online Profiles and Marketing

PART III:
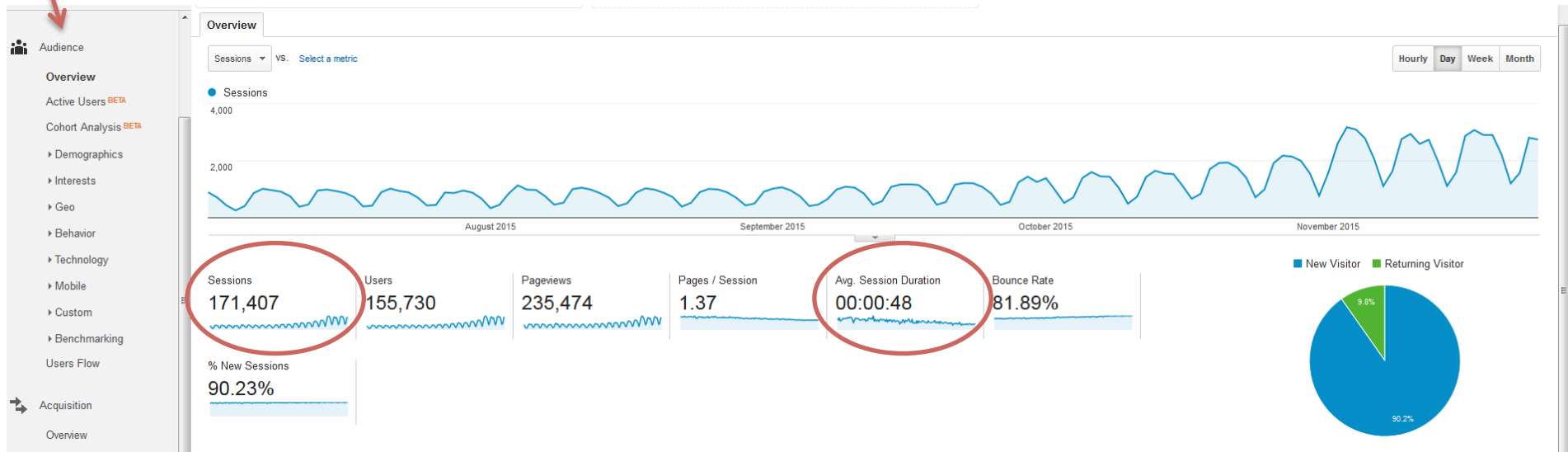**SALES**

Sourcing

PART 1

Website Metrics

TOP 4 WEBSITE METRICS YOU NEED TO KNOW AND UNDERSTAND:

1. Website visits

2. Traffic sources

3. Referring websites

4. Top pages viewed
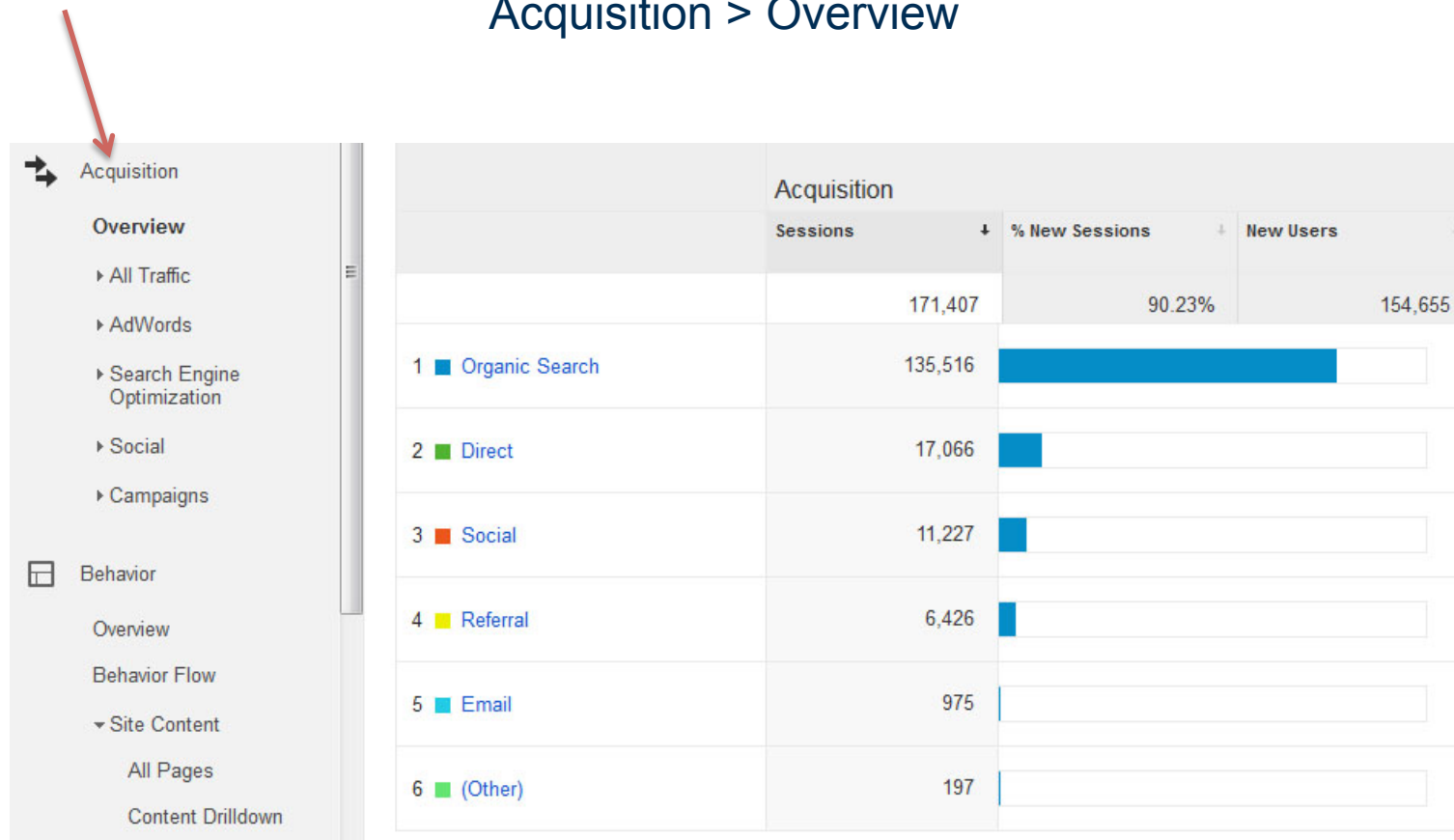
How Can I View These Numbers?

Website Visits

Audience > Overview

How Can I View These Numbers?

Traffic Sources

Acquisition > Overview

How Can I View These Numbers?

Referring Websites

Acquisition > Overview > Referral

Source	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	6,426 % of Total: 3.75% (171,407)	83.22% Avg for View: 90.23% (-7.76%)	5,348 % of Total: 3.46% (154,655)	64.58% Avg for View: 81.89% (-21.13%)	1.84 Avg for View: 1.37 (34.12%)	00:01:16 Avg for View: 00:00:48 (59.12%)
1. /venuea	559 (8.70%)	92.31%	516 (9.65%)	69.05%	1.82	00:01:32
2. /newspaper	437 (6.80%)	78.95%	345 (6.45%)	12.36%	2.76	00:02:01
3. /venueb	435 (6.77%)	90.80%	395 (7.39%)	99.54%	1.00	00:00:04
4. /newspaper	421 (6.55%)	90.02%	379 (7.09%)	98.10%	1.19	00:00:13
5. /weddingwire.com	368 (5.73%)	87.50%	322 (6.02%)	32.07%	2.42	00:01:41
6. /venuec	292 (4.54%)	81.51%	238 (4.45%)	80.14%	1.67	00:01:09
7. /newspaper2	276 (4.30%)	92.03%	254 (4.75%)	98.55%	1.71	00:00:38
8. /venued	210 (3.27%)	84.29%	177 (3.31%)	89.52%	1.20	00:00:38
9. /theknot.com	195 (3.03%)	75.38%	147 (2.75%)	16.41%	2.84	00:02:26
10. /referringblog	156 (2.43%)	71.79%	112 (2.09%)	12.82%	3.40	00:02:40

How Can I View These Numbers?

Top Pages Viewed

Behavior > Overview > Page Title

Behavior	Site Content		Page Title	Pageviews	% Pageviews
Overview	Page		1. /home	107,153	45.51%
Behavior Flow	Page Title		2. /menus	14,373	6.10%
▾ Site Content	**Site Search**		3. /services	12,405	5.27%
All Pages	Search Term		4. /weddings	10,650	4.52%
Content Drilldown	**Events**		5. /about	10,096	4.29%
Landing Pages	Event Category		6. /venues	6,967	2.96%
Exit Pages			7. /how-to-plan-a-wedding	4,840	2.06%
▸ Site Speed			8. /spring-wedding-ideas	4,080	1.73%
▸ Site Search			9. /corporate	3,202	1.36%
▸ Events			10. /event-checklist	3,151	1.34%

Components of a Successful Website

CONTENT PLANS & CONTACT FORMS

Content Plans

Creating and publishing content with the goal of attracting and engaging with a certain target audience.

Content Plan Metrics

1. Entrances
2. Time on page
3. Page rank
4. Exit rate
5. Next page path

How Can I View These Numbers?

Entrances | Time on Page | Exit Rate

Behavior > Overview > Page Title > Click Specific Page

How Can I View These Numbers?

Page Rank

Behavior > Overview > Page Title

How Can I View These Numbers?

Next Page Path

Behavior > Overview > Page Title > Click on Page Title > Navigation Summary
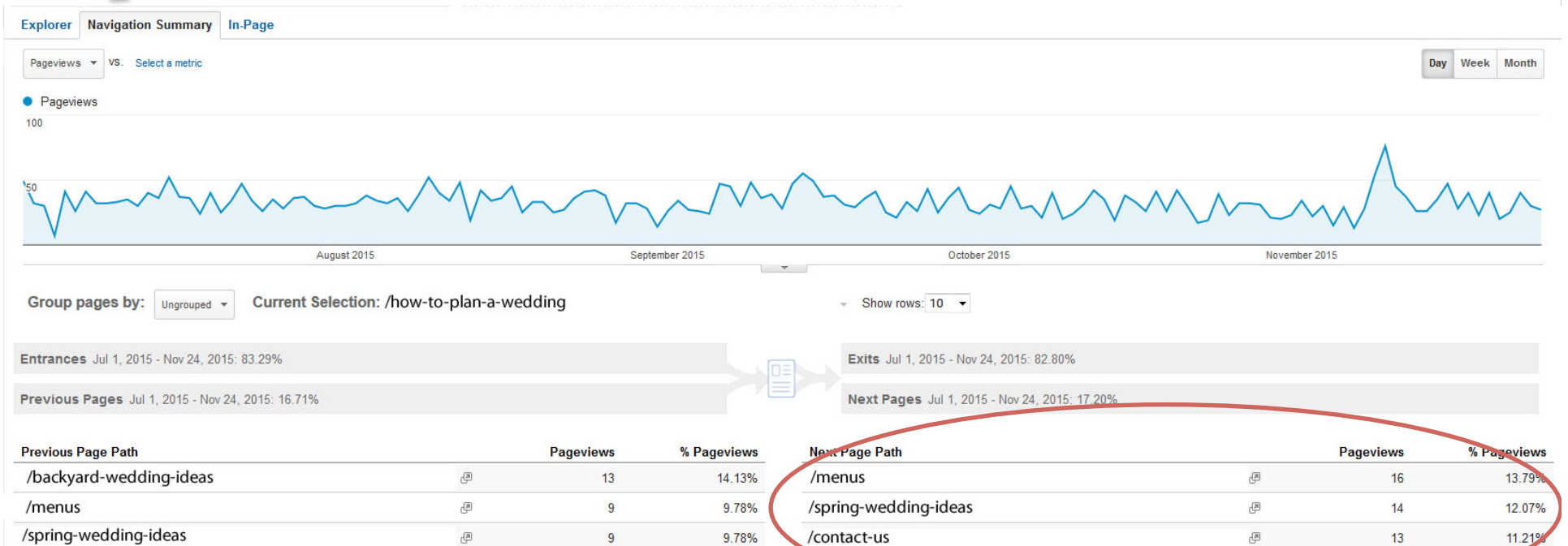
Contact Forms

Forms on a website that allows visitors to send quick messages and inquiries to those in charge of the website

Often times, the messages and inquiries have to do with the company's products and services.
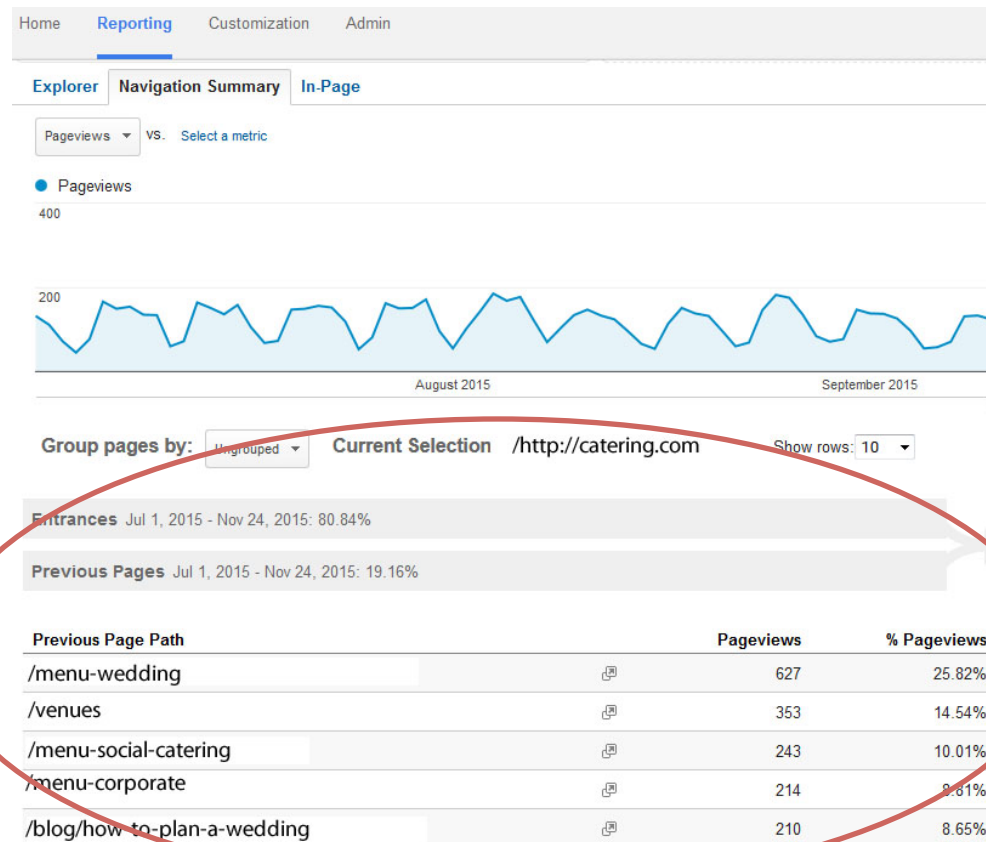
Contact Form Metrics

1. Website visits vs. contact form submissions

2. Contact form page views vs. contact form submissions

3. Previous page (path)

How Can I View These Numbers?

Previous Page Path

Behavior > Overview > Page Title > Click on Page Title > Navigation Summary

Ways to Increase Website Metrics

GROW YOUR NUMBERS:

1. Optimize your "Contact Page."

2. Design for mobile.

PART 2

Email Metrics

OPEN RATES | CLICK-THRUS (AND WHERE) | BOUNCE RATES

How Can I View These Numbers?

Open Rates

Email Stats

977 Opened (14.6%)

7673 Sent

191 Clicks (19.5%)

0 — Forwards
972 — Bounces
0 — Spam Reports
9 — Opt-outs
5724 — Did Not Open

↻ 🖶 Printable Report

How Can I View These Numbers?

Click-Thrus

Email Run History

Sending Type	Sent	Run Date		Status
Original Send	7673	11/17/2015		Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
7673	12.7% (972)	0	0.1% (9)	14.6% (977)	19.5% (191)	0

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
	0	0.0%
	0	0.0%
	0	0.0%
	16	7.9%
	22	10.9%
	0	0.0%
	0	0.0%
www.cateringwebsite.com/menus	164	81.2%
	0	0.0%
	0	0.0%
	0	0.0%
Total Click-throughs	202	100%

How Can I View These Numbers?

Bounce Rates

Behavior > Overview > Page Title > Click on Page Title

Landing Page		Acquisition			Behavior		
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
		975 % of Total: 0.57% (171,407)	45.95% Avg for View: 90.23% (-49.07%)	448 % of Total: 0.29% (154,655)	55.49% Avg for View: 81.89% (-32.24%)	2.19 Avg for View: 1.37 (59.55%)	00:02:10 Avg for View: 00:00:48 (170.28%)
1.		293 (30.05%)	22.53%	66 (14.73%)	33.45%	2.92	00:03:21
2. /2015-menu-blast		156 (16.00%)	71.79%	112 (25.00%)	75.00%	1.54	00:00:41
3.		60 (6.15%)	55.00%	33 (7.37%)	63.33%	1.78	00:01:48
4.		57 (5.85%)	59.65%	34 (7.59%)	71.93%	1.84	00:01:10
5.		52 (5.33%)	57.69%	30 (6.70%)	69.23%	1.90	00:01:11
6.		34 (3.49%)	52.94%	18 (4.02%)	67.65%	1.50	00:01:22
7.		31 (3.18%)	61.29%	19 (4.24%)	70.97%	1.71	00:02:01
8.		30 (3.08%)	53.33%	16 (3.57%)	70.00%	1.70	00:01:26
9.		25 (2.56%)	56.00%	14 (3.12%)	60.00%	2.48	00:03:33
10.		24 (2.46%)	54.17%	13 (2.90%)	50.00%	2.12	00:01:29

Social Media Metrics

PINTEREST
Goal: Traffic back to website
Metric: Referral traffic

FACEBOOK
Goal: Brand engagement
Metric: Likes, shares, comments

INSTAGRAM
Goal: Brand engagement
Metric: Followers and likes

TWITTER
Goal: Brand engagement
Metric: Followers, retweets, favorites

How Can I View These Numbers?

Pinterest Traffic

Acquisition > Overview > Social > Pinterest

Social Network	Referral Path	Acquisition			Behavior		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
		9,028 % of Total: 5.27% (171,407)	93.44% Avg for View: 90.23% (3.56%)	8,436 % of Total: 5.45% (154,655)	86.21% Avg for View: 81.89% (5.28%)	1.21 Avg for View: 1.37 (-11.92%)	00:00:21 Avg for View: 00:00:48 (-56.33%)
1. Pinterest	/	2,187 (24.22%)	88.57%	1,937 (22.96%)	85.09%	1.26	00:00:37
2. Pinterest	/pin/237213105346533978/	738 (8.17%)	96.61%	713 (8.45%)	95.66%	1.06	00:00:11
3. Pinterest	/pin/484629609874939258/	404 (4.47%)	95.54%	386 (4.58%)	82.67%	1.24	00:00:18

Online Profiles

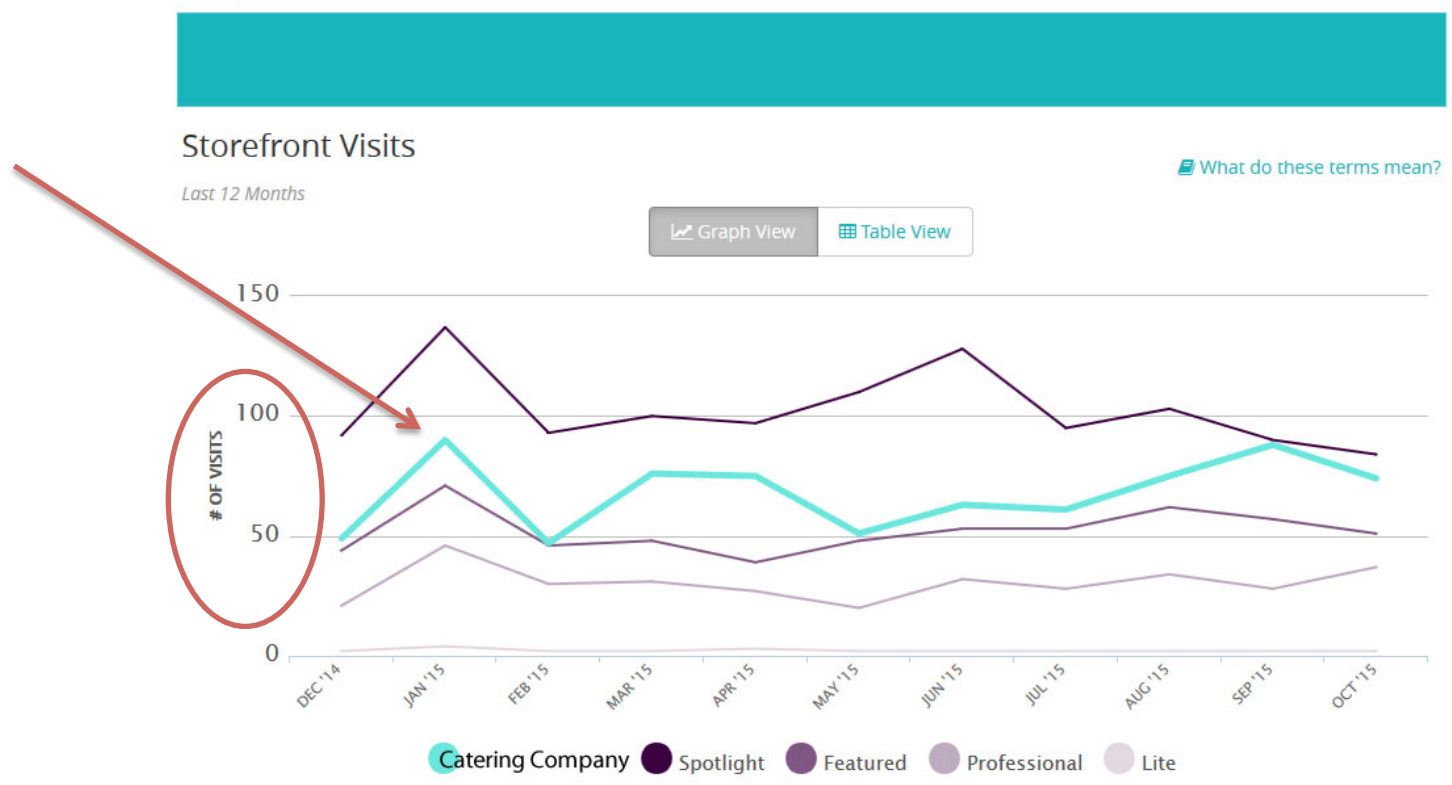THE KNOT | WEDDINGWIRE | OTHERS

Online Profile Metrics

HOW CAN YOU TELL IF YOUR ONLINE PROFILE(S) IS WORTH THE INVESTMENT?

1. Referral traffic

2. Time on page (from referral traffic)

3. Contact form views and submissions (from referral traffic)

4. Online profile analytics

How Can I View These Numbers?

Wedding Wire Analytics

Log into Profile > Advertising > Analytics

How Can I View These Numbers?

Wedding Wire Analytics

Log into Profile > Advertising > Analytics

Website Clicks

Last 12 Months

[Graph View | Table View]

WEBSITE CLICKS	DEC '14	JAN '15	FEB '15	MAR '15	APR '15	MAY '15	JUN '15	JUL '15	AUG '15	SEP '15	OCT '15
Catering Company	14	33	10	29	21	17	9	14	21	18	15
Spotlight	25	33	24	31	22	28	30	18	25	11	13
Featured	10	24	13	19	12	12	12	14	21	16	14
Professional	10	23	12	12	10	6	9	7	10	9	9
Lite	0	2	0	1	0	0	1	1	0	0	0

PART 3

Sourcing

THE MOST IMPORTANT OF ALL!

&

REQUIRES REAL WORK FROM YOUR SALES TEAM

Sourcing

1. Train sales staff to ask for the correct information.

2. Add that information to catering software.

3. Export that information in a report (at the end of the "month").

4. Use the exported spreadsheet to create your own sourcing process.

Sourcing

WHAT YOU CAN TRACK WHEN YOU SOURCE:

Referrals (non-web)
Organic traffic
TheKnot
WeddingWire
Online profile
Advertisements
Etc.

Now What?

EXPECT AN EMAIL WITH A SAMPLE SOURCING TEMPLATE TO HELP YOU GET STARTED!

Want extra help? Email Jamie at jamie@nuphoriq.com right after this webinar to set up a video chat to walk you through your analytics and/or a real sourcing example

Sneak Peak

ANY QUESTIONS?

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