

# METRIC MADNESS:

The Best Marketing Metrics  
for Your Business

nuphoriq



# 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

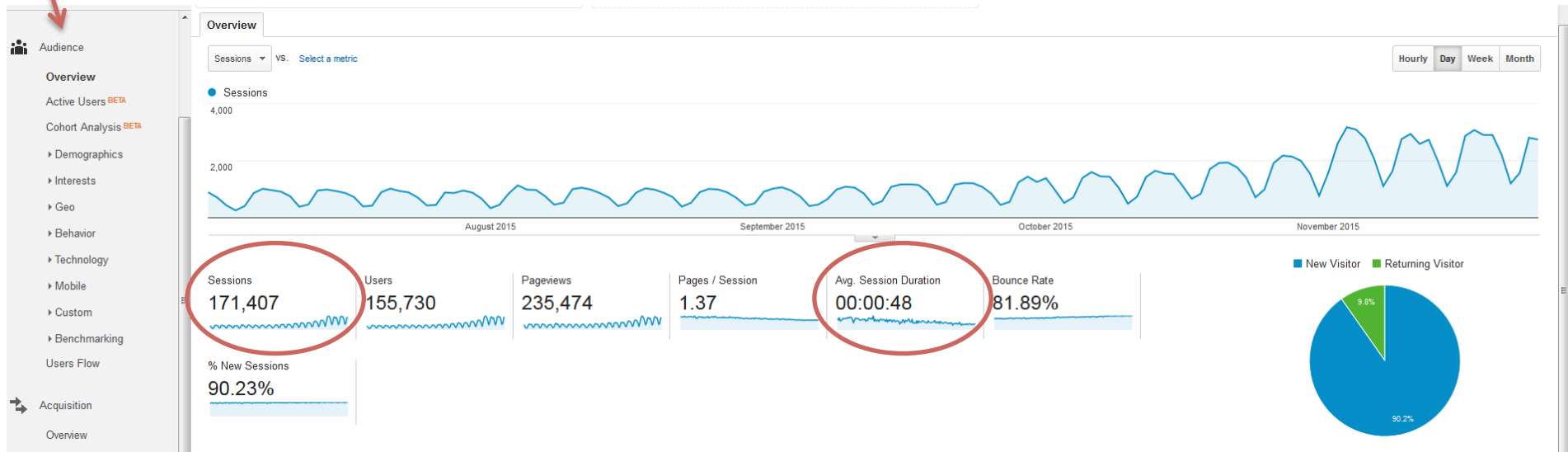
TOP 4  
WEBSITE  
METRICS YOU  
NEED TO  
KNOW AND  
UNDERSTAND:

- 
1. Website visits
  2. Traffic sources
  3. Referring websites
  4. Top pages viewed
-

# How Can I View These Numbers?

## Website Visits

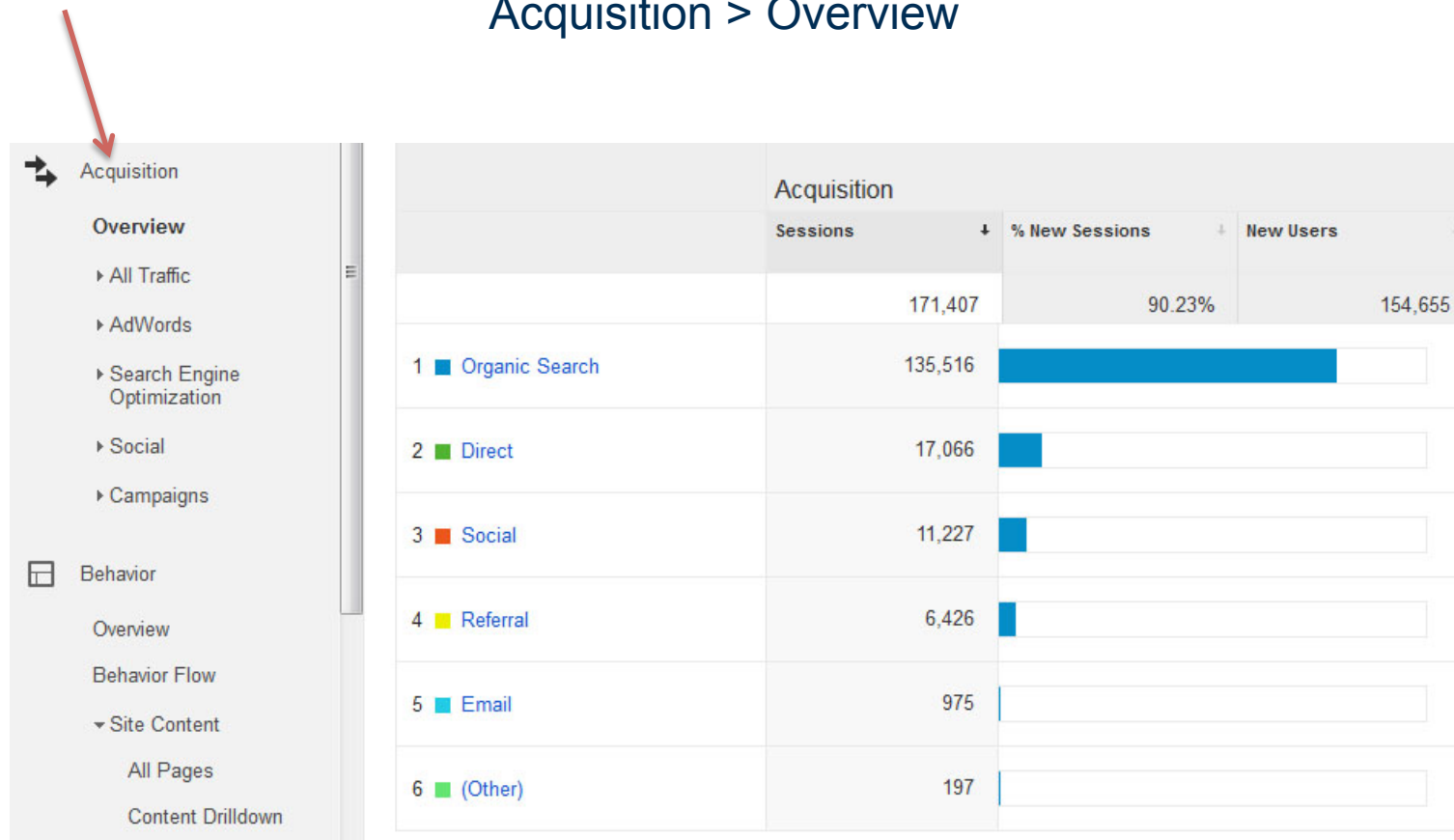
Audience > Overview



# — 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 ?
	<b>6,426</b> <small>% of Total: 3.75% (171,407)</small>	<b>83.22%</b> <small>Avg for View: 90.23% (-7.76%)</small>	<b>5,348</b> <small>% of Total: 3.46% (154,655)</small>	<b>64.58%</b> <small>Avg for View: 81.89% (-21.13%)</small>	<b>1.84</b> <small>Avg for View: 1.37 (34.12%)</small>	<b>00:01:16</b> <small>Avg for View: 00:00:48 (59.12%)</small>
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

The screenshot shows a navigation menu on the left with 'Behavior' selected. Under 'Behavior', 'Overview' is selected, and under 'Overview', 'Page Title' is selected. A red arrow points from the 'Page Title' menu item to the 'Page Title' section of the main content area. Another red arrow points from the 'Page Title' section to the table of top pages viewed.

Page Title	Pageviews	% Pageviews
1. /home	107,153	45.51%
2. /menus	14,373	6.10%
3. /services	12,405	5.27%
4. /weddings	10,650	4.52%
5. /about	10,096	4.29%
6. /venues	6,967	2.96%
7. /how-to-plan-a-wedding	4,840	2.06%
8. /spring-wedding-ideas	4,080	1.73%
9. /corporate	3,202	1.36%
10. /event-checklist	3,151	1.34%

# Components of a Successful Website

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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

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	<b>4,840</b> % of Total: 2.06% (235,474)	<b>4,054</b> % of Total: 1.99% (203,425)	<b>00:02:53</b> Avg for View: 00:02:00 (35.13%)	<b>4,031</b> % of Total: 2.35% (171,406)	<b>84.25%</b> Avg for View: 81.89% (2.88%)	<b>82.79%</b> Avg for View: 72.79% (13.73%)
1. /how-to-plan-a-wedding	4,836 (99.92%)	4,051 (99.93%)	00:02:54	4,028 (99.93%)	84.26%	82.80%

# How Can I View These Numbers?

## Page Rank

Behavior > Overview > Page Title

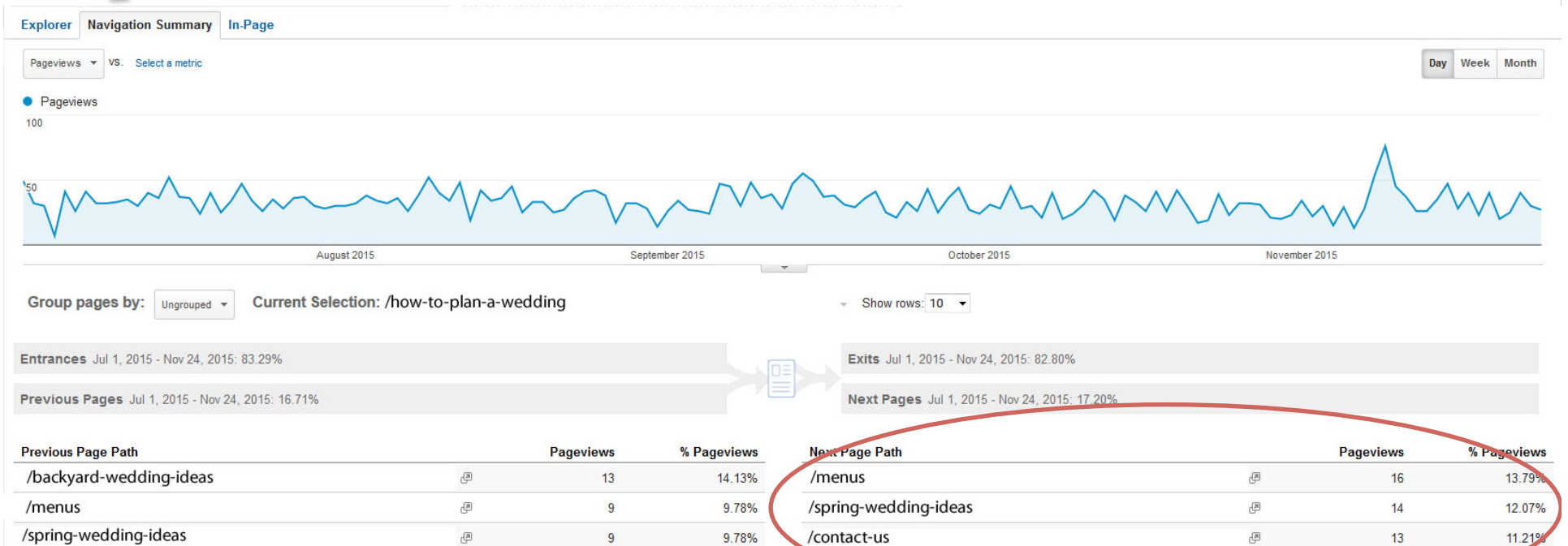
The screenshot shows a web analytics interface with a left-hand navigation menu and a main content area. The navigation menu includes 'Behavior', 'Overview', 'Behavior Flow', 'Site Content', 'Site Search', and 'Events'. The 'Page Title' sub-menu item is selected. The main content area displays a table of page rank data with columns for 'Page Title', 'Pageviews', and '% Pageviews'. The 7th row, '/how-to-plan-a-wedding', is highlighted with a red oval.

Page Title	Pageviews	% Pageviews
1.	107,153	45.51%
2.	14,373	6.10%
3.	12,405	5.27%
4.	10,650	4.52%
5.	10,096	4.29%
6.	6,967	2.96%
7. /how-to-plan-a-wedding	4,840	2.06%
8.	4,080	1.73%
9.	3,202	1.36%
10.	3,151	1.34%

# 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

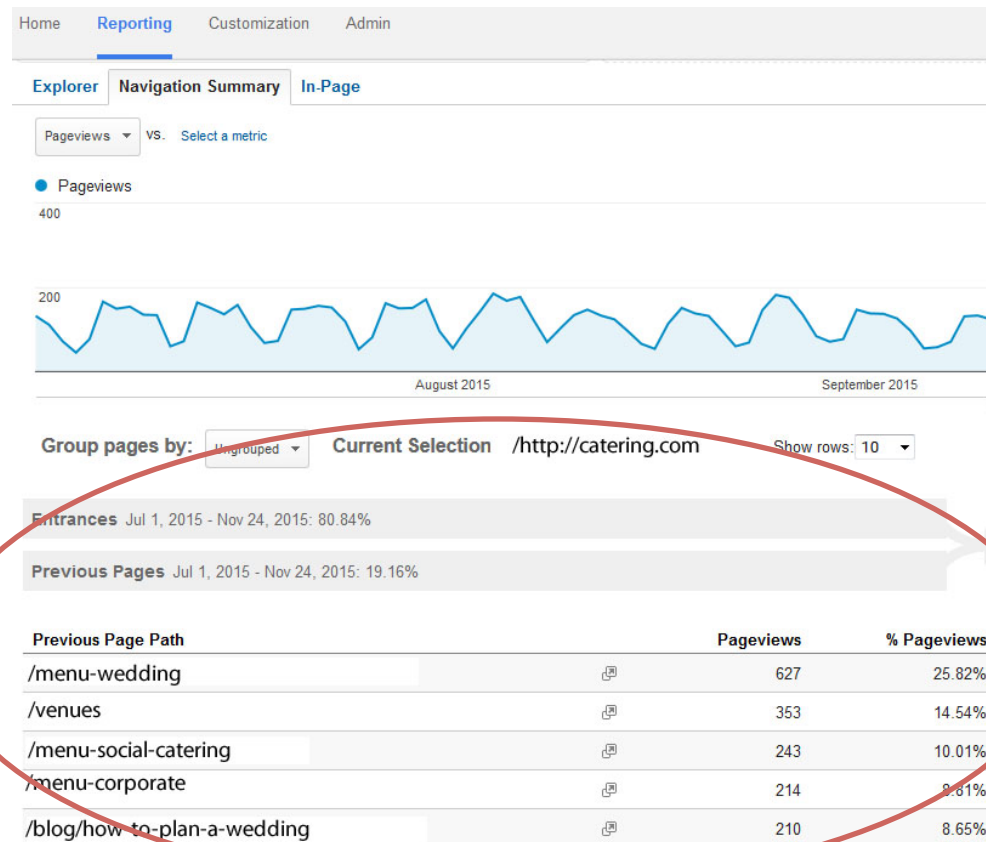
---

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.

The image displays two versions of a contact form. The desktop version on the left features a white background with the following fields: 'Name \*' (text input), 'Phone \*' (text input), 'Email \*' (text input), 'What type of event are you interested in? \*' (dropdown menu), and 'Message' (text area). A small note at the bottom reads 'Please include details like date, guest count and anything else important!'. The mobile version on the right is a simplified, vertical layout with 'Name \*', 'Email \*', and 'Phone \*' (text inputs), followed by 'Questions or comments' (text area). Both versions have a dark button at the bottom labeled 'Leave a message' with an upward arrow icon.

**PART**

**2**

# Email Metrics

OPEN  
RATES

CLICK-THRUS  
(AND WHERE)

BOUNCE  
RATES

# — How Can I View These Numbers? —

## Open Rates

Email Stats

[Printable Report](#)

**977**  
Opened  
(14.6%)

**7673**  
Sent

**191**  
Clicks  
(19.5%)

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

# — 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%
<a href="http://www.cateringwebsite.com/menus">www.cateringwebsite.com/menus</a>	164	81.2%
	0	0.0%
	0	0.0%
	0	0.0%
<b>Total Click-throughs</b>	<b>202</b>	<b>100%</b>

# How Can I View These Numbers?

## Bounce Rates

Behavior > Overview > Page Title > Click on Page Title

Landing Page <sup>?</sup>	Acquisition			Behavior		
	Sessions <sup>?</sup> ↓	% New Sessions <sup>?</sup>	New Users <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>
	<b>975</b> % of Total: 0.57% (171,407)	<b>45.95%</b> Avg for View: 90.23% (-49.07%)	<b>448</b> % of Total: 0.29% (154,655)	<b>55.49%</b> Avg for View: 81.89% (-32.24%)	<b>2.19</b> Avg for View: 1.37 (59.55%)	<b>00:02:10</b> Avg for View: 00:00:48 (170.28%)
1.	 <b>293</b> (30.05%)	22.53%	66 (14.73%)	33.45%	2.92	00:03:21
2. /2015-menu-blast	 <b>156</b> (16.00%)	71.79%	112 (25.00%)	<b>75.00%</b>	1.54	00:00:41
3.	 <b>60</b> (6.15%)	55.00%	33 (7.37%)	63.33%	1.78	00:01:48
4.	 <b>57</b> (5.85%)	59.65%	34 (7.59%)	71.93%	1.84	00:01:10
5.	 <b>52</b> (5.33%)	57.69%	30 (6.70%)	69.23%	1.90	00:01:11
6.	 <b>34</b> (3.49%)	52.94%	18 (4.02%)	67.65%	1.50	00:01:22
7.	 <b>31</b> (3.18%)	61.29%	19 (4.24%)	70.97%	1.71	00:02:01
8.	 <b>30</b> (3.08%)	53.33%	16 (3.57%)	70.00%	1.70	00:01:26
9.	 <b>25</b> (2.56%)	56.00%	14 (3.12%)	60.00%	2.48	00:03:33
10.	 <b>24</b> (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 ?
		<b>9,028</b> % of Total: 5.27% (171,407)	<b>93.44%</b> Avg for View: 90.23% (3.56%)	<b>8,436</b> % of Total: 5.45% (154,655)	<b>86.21%</b> Avg for View: 81.89% (5.28%)	<b>1.21</b> Avg for View: 1.37 (-11.92%)	<b>00:00:21</b> Avg for View: 00:00:48 (-56.33%)
1. Pinterest	/	<b>2,187</b> (24.22%)	88.57%	<b>1,937</b> (22.96%)	85.09%	1.26	00:00:37
2. Pinterest	/pin/237213105346533978/	<b>738</b> (8.17%)	96.61%	<b>713</b> (8.45%)	95.66%	1.06	00:00:11
3. Pinterest	/pin/484629609874939258/	<b>404</b> (4.47%)	95.54%	<b>386</b> (4.58%)	82.67%	1.24	00:00:18

# Online Profiles

THE KNOT | WEDDINGWIRE | OTHERS

# Online Profile Metrics

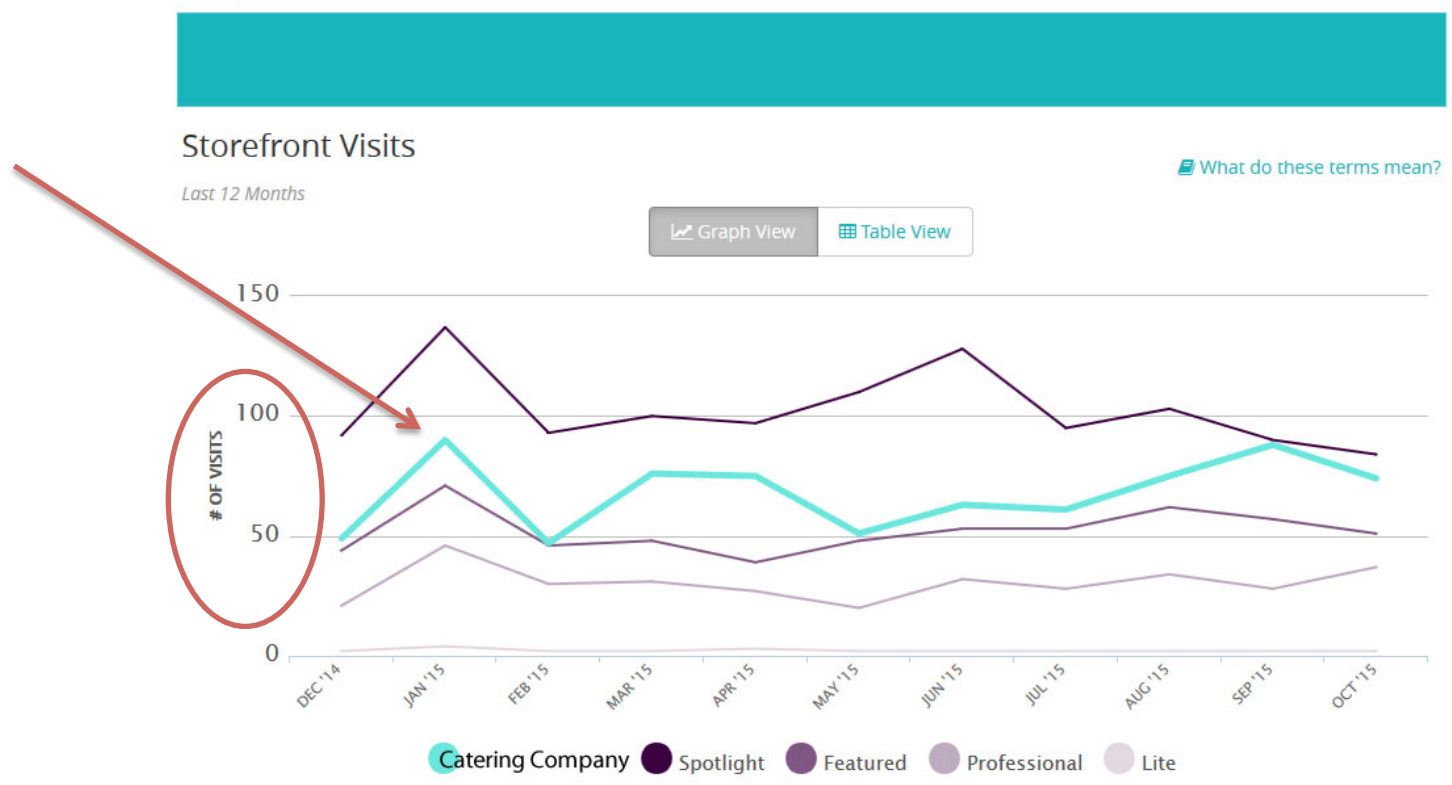
HOW CAN YOU  
TELL IF YOUR  
ONLINE  
PROFILE(S) IS  
WORTH THE  
INVESTMENT?

- 
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

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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:**

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

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# Now What?

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

Want extra help?  
Email Jamie at  
[jamie@nuphoriq.com](mailto: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

The screenshot shows the Microsoft Excel interface with the following data in the 'Year Running' spreadsheet:

	Internet	Referrals	Paid Directories	Social Media	Email Marketing	Sales	Organizations	Print	Outdoor	Venues	Podium Marketing	Radio	TV	Acquired Competitors	Other	TOTAL
2015																
Q1	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	\$0.00
Q2	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	\$0.00
Q3	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	\$0.00
Q4	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$0.00	\$8,400.00
TOTAL	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$0.00	\$8,400.00

At the bottom of the spreadsheet, a yellow banner reads: "Created exclusively for caterers by nuphoriq. If you have any questions please feel free to give us a call at (847) 7..."

The zoomed-in view shows a smaller table with the following data:

	Internet	Referrals
2015		
Q1	NA	NA
Q2	NA	NA
Q3	NA	NA
Q4	\$600.00	\$600.00
TOTAL	\$600.00	\$600.00

# ANY QUESTIONS?

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