



Your patience is appreciated...

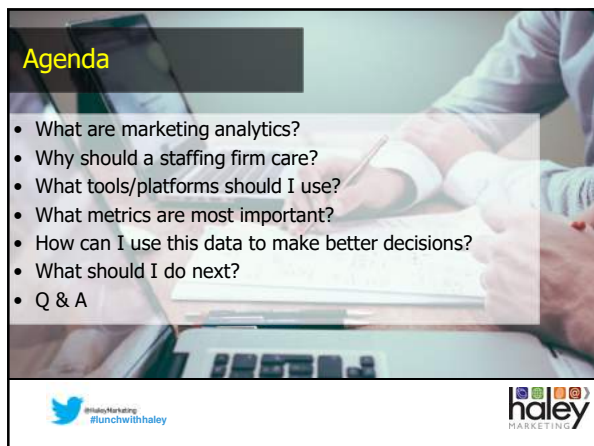
...Lunch with Haley will be served shortly.



Understanding Marketing Analytics

PRESENTED BY
Brad Smith





Agenda


- What are marketing analytics?
- Why should a staffing firm care?
- What tools/platforms should I use?
- What metrics are most important?
- How can I use this data to make better decisions?
- What should I do next?
- Q & A

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Marketing Analytics



Marketing analytics is the practice of measuring, managing and analyzing **marketing performance** to maximize its effectiveness and optimize return on investment (ROI). Understanding **marketing analytics** allows marketers to be more efficient at their jobs and minimize wasted web **marketing** dollars.

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Why Should You Care?

1. Cost.

"Last year we saw a 75% increase in our [job board] rate. Our 2017 renewal quote included a 100% price increase. Can anyone recommend alternatives?"

-ASA Central Discussion

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Why Should You Care?

2. ROI.



What marketing efforts drove true business results, and which didn't? How effective were my recruiting dollars?

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Why Should You Care?

3. Competition.
Large nationals. VMS. Online staffing.
Low-margin players. Offshore recruiting.
Non-users.



Why Should You Care?

4. Benchmark.
How will you know if you're successful? How will
you determine if you're on the right track?



Why Should You Care?

5. Strategy.
What marketing and sales tools are we going to
use and invest in moving forward?



Analytics Platforms

No Shortage of Platforms!

Website:	Social:	Search:	Paid:
Google Analytics HubSpot	Facebook Twitter	Google Search Console SEMRUSH	Google AdWords Facebook Ads

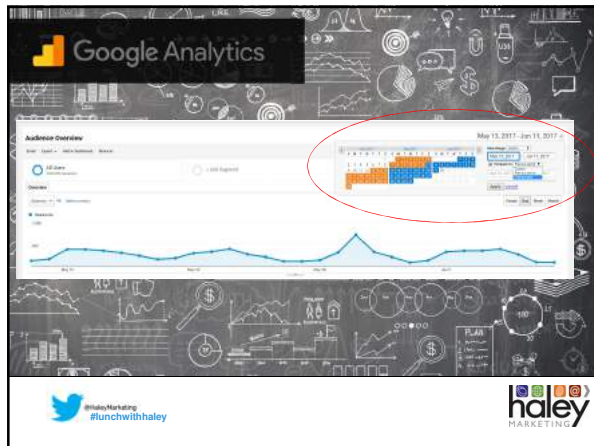
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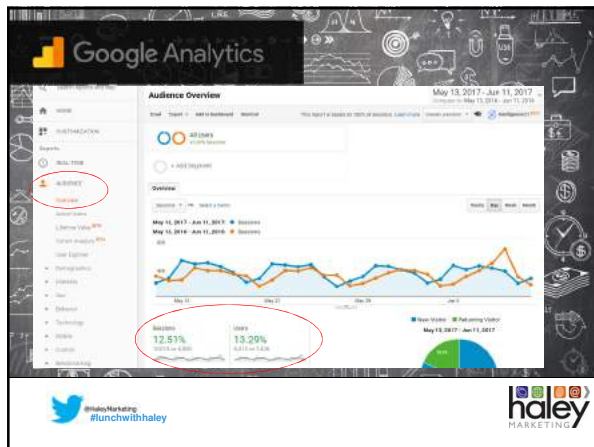


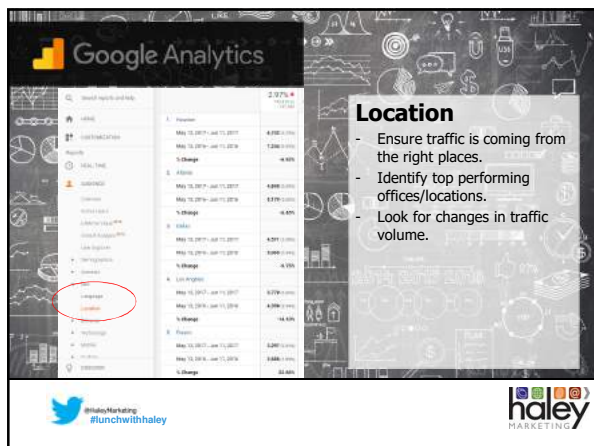
Website Reporting

Google Analytics

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Facebook Pages to Watch

Compare the performance of your Page and pages with similar Pages on Facebook.

Page	Total Page Likes	Pages Last Week	Posts This Week	Engagement This Week
1. Netflix	99,000,000	+12%	10	47,400
2. Black Panther	4,000,000	+12%	150	187,100
3. Zappos.com	9,700,000	+12%	10	37,700
4. Shazam	1,000,000	+12%	30	8,000
5. LinkedIn	1,700,000	+12%	0	1,900

Facebook Pages to Watch

- Add competitors.
- Track growth and engagement.
- Clicking on a competitor will show you their top post from the past week.
- Identify content that gets engagement.

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Fan/Follower Data

Look at time your audience is online.

Identify top days/times for you to post.

Test and compare reach and engagement rates.

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Twitter Analytics

Review top tweets.


Review top mentions.

Review followers growth.

Review top followers.

<http://analytics.twitter.com>

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ORGANIC POSITION DISTRIBUTION




Position Distribution:

- Focus on 4-10, create/optimize content around those terms.
- Systematically work through list to earn more top rankings.



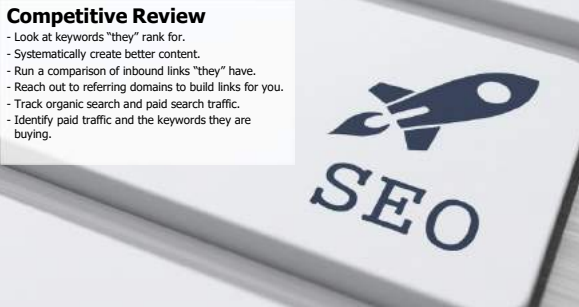

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Competitive Review

- Look at keywords "they" rank for.
- Systematically create better content.
- Run a comparison of inbound links "they" have.
- Reach out to referring domains to build links for you.
- Track organic search and paid search traffic.
- Identify paid traffic and the keywords they are buying.


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Google AdWords General Metrics

- Impressions**
If doing a display campaign focused on branding.
- Actions**
Clicks on ads or ad extensions (click to call).
- Ad rank**
Ensure budget/quality score isn't pushing ads too low.

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