



Starter Micro Metrics to Consider for a Business that Makes Products

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THE APPROACHABLE DATA FOLKS



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AWARENESS

This category measure is about measuring the “top of the marketing funnel,” building brand recognition, and getting into your customers’ consideration set. While people used to clamor for impressions, it’s more important to get the right impressions and measure if the messaging is hitting the right chord with your potential customers.

Social media offers good examples. Clicks, Shares, and Comments will tell you what is resonating.

Look to referral sources on your website, as they will tell you where you’re building your awareness.

CONSIDERATION

This category is all about the touchpoints and if potential customers are starting to give you more attention.

Returning visitors to your website, where they initially came from, and what pages they are most looking at will tell you what information is the most important to them and how to attract more people like them.

Branded organic search volume and direct traffic will tell you if your messaging strategy is hitting home enough for recall to set in.

Newsletter subscribers help your potential customers passively receive more information about what you do, so it’s essential to give them helpful information (perhaps what the active repeat visitors have shown interest in).



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EVALUATION

Knowing how many shopping cart starts will show you if your customer is on the verge of conversion. So how do you tip them over the edge? Do you have the ability to create a wishlist that will continue to remind people of what they want?

Offering free trials or samples to help them make their final decision might help with the final conversion or keep the client longer because they knew what to expect.



CONVERSION

Count the number of sales and average number of items per sale. This will help you know how many number of sales you need on average to make your macro sales goal.

Marketing Return on Investment (MROI) will give you a better understanding of the resources it takes to create a sale. You'll need to know not just how much was spent on marketing and advertising, but how much of an employee's salary also contributed. Sales divided by all of the costs gets you MROI.

Does all this sound daunting? We can help!
Email patti@groundedwithdata.com