



## Analyzing your marketing campaigns effectively

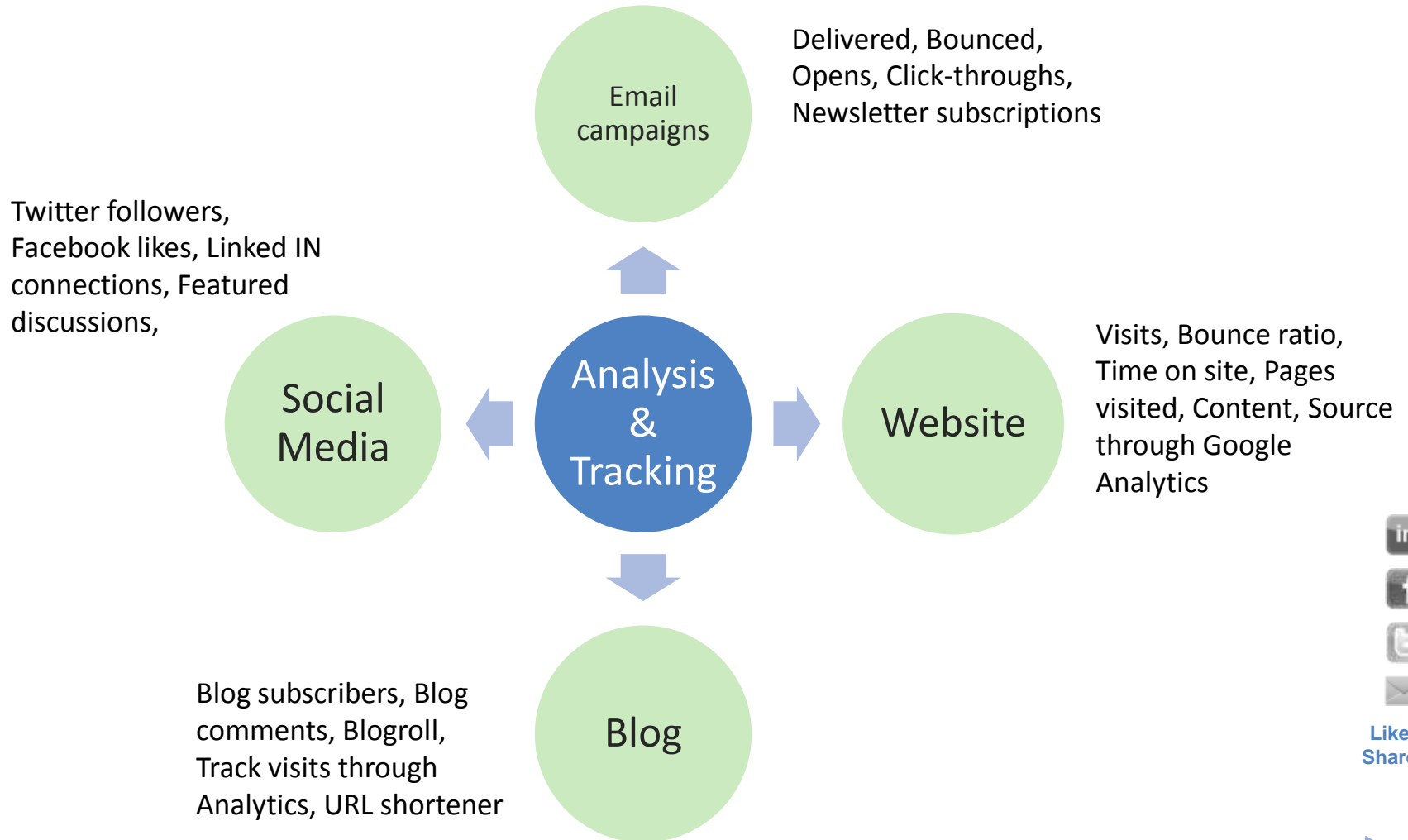
*We are in the world of measurable marketing. With a variety of tools & metrics available, it has become a lot easier to analyze your marketing campaigns. By being able to monitor the effectiveness of the campaigns in real time, it is possible to tweak parameters at run-time, based on initial feedback. This ensures better results for your marketing campaigns*



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*Marketing Xpertise... Delivered*

# Analyzing & Tracking – the key to success



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# 1 Website

- Go beyond the standard “Number of visits”.
- Analyze SEO performance through Google Analytics
  - Performance: Traffic from Organic Search
    - Visits
    - Pages/Visit
    - Bounce Rate
    - Average Time on Site
    - Percentage of New Visits
    - Segmentation of the traffic to understand the performance of organic search
  - Content Coverage: Indexing by Search Engines
    - Amount of content indexed over time
    - Number of pages getting traffic from search engines
  - Keyword Performance: Search Engine Results
    - Impressions of your website links across search engines
    - Click through of your website links across search engines
  - Outcomes: Goals, Revenue and ROI

You might also want to read [Some simple SEO tips to better your website rankings](#)



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# 1 Website .. contd

- Analyze Pay Per Click campaigns
  - Organic Results work in combination with PPC efforts to generate your targeted revenue.
- Analyze:
  - Cost Per Click
  - Revenue Per Click
  - Return on Investment
  - Analysis of your PPC Ad Positions and Revenue impact
  - Measurement of PPC Customer Behavior
    - Days to Purchase or desired opportunity funnel flow
  - Marketing insights from the data obtained to support decision making



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# 1 On-page Audit ..contd

- Technical Analysis
  - Page load time, Total page size under 150k, Text to HTML ratio, XML sitemap, Robots.txt, Canonicalization, 301 redirect issues , 404 errors, presence of flash and i-frames, and compliance with the syntax. The right steps taken here will make sure that the crawlers regularly index your content
- Keyword Analysis
  - Search volume – have the right keywords been chosen
  - Bid volume – is it manageable?
  - Ranking across SERP's (Search Engine Results page)
- Competitor Analysis
  - Page rank, Ranking on SERP's, Backlink Analysis, Content Analysis



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# 2 Blog

Blog is a great platform to publish frequent and fresh content. You can analyze

- Number of blog subscribers that your blog receives
- Number of comments that you blog invites
- Number of page visits to the blog, through Google Analytics or through URL shortener like Goo.gl or Bit.ly



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# 3 Social Media

Social Media is an integral part of content marketing. It is an important resource to manage your content propagation and win hearts of communities. You can analyze

- Twitter followers
- Number of lists that you get added to on Twitter
- Number of Re-tweets or mentions
- Facebook likes
- Linked IN Featured discussions



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# 4 Email marketing campaigns

- [Email marketing](#) is one of the most productive acquisition channels for any organization.
- Analyze your Email campaigns through
  - Campaign Response
    - Delivery Rate
    - Open Rate
    - Click through Rate
    - Subscriber Retention Rate
  - Website Behavior
    - Bounce Rate on website from your email campaign
    - Length of visit due to your email campaigns
  - Business Outcomes
    - Conversion rate of your visitors due to email campaigns
    - Average revenue per email sent
    - Email campaign profitability

You might also want to read [Planning for a content dashboard](#) or planning for a [Project dream team for content](#)



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# About Xenia Consulting

Xenia Consulting is a marketing services company focusing on helping companies manage demand generation in a unique way, that combines strategic content marketing programs & digital marketing enablement.



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US : +1 913 232 2283

IND : +91 20 65293047

