

Hold Your Online Marketing Methods Accountable

Get the best ROI on your marketing techniques with smart analysis and innovation

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If you've recently made the leap to maintaining a solid online presence, you've already figured out that online marketing is different from traditional advertising methods. You've been introduced to search engine optimization (SEO) and pay-per-click (PPC) ads, and you know the difference between a landing page and a sales page.

Now that you've mastered the nuances of online marketing, it's time to see how those new methods of reaching your customers are measuring up. Online marketing has an advantage over traditional advertising in this regard. The nature of the Internet makes it measurable, quantifiable, and easy to track.

You can figure out which online marketing methods are working in terms of enhancing your revenue, and also which methods have made more customers visit your site, click a button, look at a particular offer, or take your call to action.

The Internet makes it practically possible for you to stand over the customer's shoulder and find out what works for them, and why.

What does all of this mean for you? A serious return on your investment. Your ROI is directly related to how much energy you put into the right marketing techniques. If you pick methods that give you a high ROI, you're doing well. If you pick methods that don't put out so well, you're selling yourself short.

Demand accountability from your online marketing methods and

improve your ROI with a few simple steps:

Use Web Analytics

The information you need about your customers is available on the web, but it's difficult to track down by hand. Web analytics will track down the information you're looking for, and it will also specialize according to the information you need.

Want to find out how many customers linked to your website via that marketing email you just sent out? Web analytics can keep that information separate from all of the other customer information, so you can see the direct correlation between each of your marketing methods and the return they give on that investment.

Web analytics can also track correlations between techniques that have consistently worked in the past. If a particular word or phrase has received high response in three different marketing techniques, web analytics can find that correlation and bring it to your attention.

You'll know that you have a phrase that you should use as often as possible to get your customers' attention – and you might never have caught that magical formula without web analytics scrutinizing your data. There are many for-fee web analytic products and services available in the marketplace that will provide you these insights. However, Google Analytics is a very powerful tool for a great price....Free. By creating a

Google account and following their directions you can have the tool up and running on your site in short order.

You may find that it is a wise investment to hire an on-line marketing consultant with years of experience interpreting the wealth of information you will create. But, in the short-term you can get Google Analytics fired up on your own and start to explore.

Work Online and Offline

Don't stop at the web; demand accountability from your offline advertising, too. Web analytics can also be used for your more conventional advertising techniques as well.

For example, you may have your phone number on a print ad or in the Yellow Pages. Web analytics would put a trackable phone number on that same ad to let you know how many of your customers call that number to reach you. By comparing the number of customers who respond to each ad, you'll know which of them are getting you the best ROI.

In other traditional advertisements or communications, you may want to direct potential customers to specific landing pages on your site. These newly created landing pages would be customized to the specific offer or to address in detail how your company can solve the needs of a targeted customer. Again, web analytics will give you insight into how effectively you are reaching your target audience

on-line and off-line. And more importantly, what actions must you take to accomplish your goal...increased sales.

This strategy integrates your online and offline advertising, allowing you to target customers in his or her preferred communication channel and to see which types of advertising get you the best ROI. Your glass services company will have clients who consistently respond better to one kind of advertising or another.

Instead of guessing which methods will give you the best ROI, use analytics to determine how your marketing budget should be spent.

Change Up Your Techniques

You can't rely on web analytics to do all the work of improving your ROI for you. Even though they analyze well, they don't innovate. That part of the job is still up to you.

One great way to come up with inspirations for new ideas is to experiment on the methods you already know work well. Try taking winning tactics from other marketing tools and putting them to good use. If a certain phrase worked well at grabbing attention in a print ad, try using it to grab attention as the headline of a marketing email.

When you have a marketing method that's working fairly well but not quite giving you the output you'd hoped for, you can use the same techniques to boost performance. If nothing you do seems to improve that method's ROI, it's time to dump it and move on to another one.

Part of demanding accountability from your marketing techniques is knowing when to give up on one. If it can't give you the ROI you're looking for no matter what you do, move on to a better performer. Be brutal and make decisions quickly: you deserve the best ROI you can get.