Measuring Marketing Efforts Template

BRITISH TAEKWONDO



Measuring Marketing Efforts

1. Define Your Goals & KPIs

Clearly state your marketing objectives *(e.g., brand awareness, lead generation, sales growth)*.

Set Key Performance Indicators *(KPIs)* that align with each goal.

- **Awareness:** Impressions, reach, website traffic.
- **Engagement:** Likes, comments, shares, average session duration.
- **Conversion:** Sales, leads, click-through rates *(CTR)*.

2. Track Your Marketing Channels

List all marketing channels you are using *(e.g., Social Media, Email, Paid Ads, SEO)*.
For each channel, outline the specific metrics you will track.

- **Social Media:** Engagement rate, follower growth, post reach.
- **Email Marketing:** Open rates, click rates, conversions.
- **Paid Ads:** CPC, CTR, ROI.
- **SEO:** Organic traffic, keyword rankings, bounce rate.

3. Establish a Measurement Frequency

Decide how often you will review your performance *(e.g., weekly, monthly, quarterly)*.

- Compare results over time to identify trends and areas for improvement.

4. Analyse & Report Results

- Compile your data and compare it against your KPIs.
- Identify what's working and what needs adjustment.
- Create a simple report highlighting key insights and recommendations.

5. Optimise & Adjust

Based on your analysis, refine your marketing strategies.