

How to Analyze Your Marketing Performance



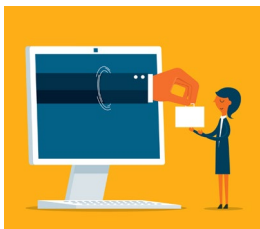
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You're putting in the work to develop and execute a great marketing strategy. Now, let's make sure it's working for *you*.

As rewarding as it is to see a clear increase in leads and revenue, there are other indicators of successful marketing. Especially in times of economic downturns when your practice's growth may not be linear, tracking a few key benchmarks can help you determine whether your strategy is taking you in the right direction or whether you need to course correct.

Here's how to measure your marketing performance across 7 essential channels.



Local Optimization

Great local optimization via Google My Business (GMB), link building, and SEO on your website will help you appear in highly targeted searches. Is your practice standing out in your area?

What to Measure

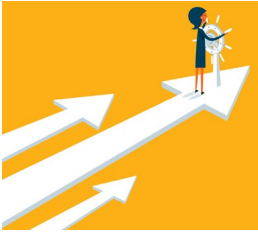
- Check that you show up in Google's "map pack" for your top local keywords. The "map pack" includes 3 to 5 relevant local listings and usually appears above search results, increasing your brand's visibility.

How to Measure It

- Search each of your priority keywords in Google and check whether you appear in the map pack for each of them.
- If you have access to your Google Search Console data, review your pages and look for the page that has your local UTM to see if local traffic (clicks) and visibility (impressions) has increased over time.

UTM (Urchin Tracking Module)

A simple code you can attach to a URL to collect Google Analytics data and track where your clicks come from.



Search Engine Optimization

Creating rich content that answers highly searched user queries will help your website show up near the top of the search results for relevant searches. Is your SEO helping you achieve a page-one position for your priority keywords? .

What to Measure

- Track your organic rankings for your top keywords and their movements over time. SEO is a marathon, not a sprint, but overall, you should see your rankings move closer to the #1 spot for your priority keywords.
- You should push to be on page 1 for as many of your keywords as possible. On average, 75% of all clicks go to the top 3 search results, according to [Backlinko](#).
- Remember that rankings continually fluctuate so getting an average ranking position for your top keywords each month, then tracking this average position over time will be key in establishing how much you've improved over any given period.

How to Measure It

- Search for each of your top keywords using BrightLocal's [local search results checker](#). Note where your site ranks for each keyword and keep a log of it month to month.
- Use Google Search Console to see your average ranking for each search query every month.



Email Marketing

Email marketing allows you to speak directly to a list of readers who actively want to hear from you. Is your email marketing successfully getting your message across?

What to Measure

- Check that your email subscriber list is growing steadily over time.
- Strive to get 1 in 100 website visitors and 1 in 10 patient encounters to subscribe.
- Strive for a 20% open rate and a 15% click-to-open rate (or a 3% click-through rate), per [MailChimp's](#) benchmarks

How to Measure It

- Track opens, clicks, and email list growth directly in your email marketing platform. All platforms will provide this reporting and allow you to see the type of engagement you're getting.
- Partner with your digital marketing agency to set up Google Tag Manager (GTM) to collect the clicks on your website's newsletter signup form, and track this in Google Analytics.
- Compare your total new traffic and your email signups for any given month to see if you've hit the 1 in 100 threshold.



Social Media Marketing

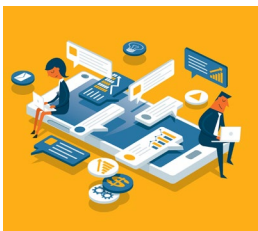
Social media marketing is a fantastic way to communicate with your client base and bring your brand to life. Is your social media presence active and engaging?

What to Measure

- Quantify your post engagement with metrics such as:
 - Reach
 - Likes
 - Comments
 - Shares
 - Link clicks

How to Measure It

- On your Facebook Business Page, click the Insights tab to view post engagement stats.
- Install the Facebook Pixel on your site to track traffic and conversions in the Facebook Business Manager dashboard.
- On Instagram, visit the Activity section of the Insights tab to see the number of website clicks. (Note: There is only one number because the only clickable link is your profile bio.)
- Your digital marketing agency can help you track leads from social media referrals by setting up GTM to trigger each time a consultation form is submitted. They can then help you analyze your social media referral traffic to determine what percentage of social traffic is converting.
- As an alternative, you can use landing pages to track your traffic from social ads.
- Review your referral website traffic data on Google Analytics to see how much your social media referral traffic has grown over time.



Content Marketing

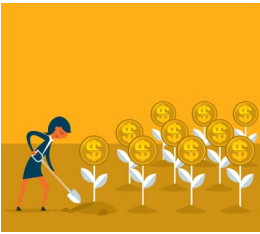
Companies who blog regularly get 55% more visitors and 97% more inbound links than those who don't, [HubSpot](#) reports. Are your blogs and videos drawing in traffic?

What to Measure

- Track unique views and total views for your blog posts and videos. They should increase over time with engaging, relevant, and regular posting.

How to Measure It

- See the number of views, traffic sources, and more in Google Analytics and YouTube Studio.



Paid Advertising

Running the right ads for the right audience can draw in new leads and build brand awareness. Are you profiting from your paid advertising strategy?

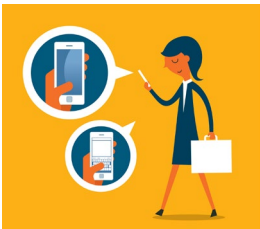
What to Measure

- Calculate your cost per conversion. How much are you paying for each new lead?
- Measure your total ROI. What does the advertising campaign cost you and how much are you bringing in as a result of that campaign? This should be at least a 2:1 on the low end.

How to Measure It

- To properly measure this, it will take a bit of work up front. First, you'll need to audit your leads to see which leads should be attributed to paid ads and of those leads, which resulted in revenue. Establish what the total cost per good or service is, this should include both your costs for the product and the cost of the ad. Once this is done use the following formula to measure your ROI:

$$\text{ROI} = \left(\frac{\text{Amount Gained} - \text{Amount Spent}}{\text{Amount Spent}} \right) \times 100$$



Reputation Management

Good or bad, your reviews speak volumes for your brand online and play a huge role in how users choose providers. Are you getting enough reviews, and are you properly managing the reviews you get?

What to Measure

- Count your reviews. You should have no fewer than 10 reviews on the major sites: GMB, Yelp, Facebook. More positive reviews on Google will give you a local ranking benefit, this becomes even more important in competitive markets.
- Note your responses to reviews. Is your practice responding in a timely, respectful, and effective manner?

How to Measure It

- Regularly check in on your review site profiles, especially if you have multiple pages for the practice and individual providers.



Lead Nurturing

Your marketing efforts shouldn't stop at securing a lead. Are you quickly and effectively responding to inquiries?

What to Measure

- Stay aware of all steps of the user experience when it comes to submitting an inquiry.

How to Measure It

- Create a Gmail account and “mystery shop” your office by submitting an inquiry and analyzing the timing and quality of the response you receive.

All these tips will help you take stock of how your marketing efforts are serving you. If your numbers aren't where they should be, or if you want to take a more in-depth look at your performance, partner with your digital marketing agency to understand, set, and achieve realistic goals. Our marketing experts at Etna Interactive are always available to answer questions and help you succeed.

Do You Have More Questions?

As always, Etna's team of marketing experts is here to answer questions about your online marketing needs.

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