

# Making it count: The impact of digital marketing on your bottom line



**MEET THE TEAM:** Hallam MD Susan Hallan (front) with her team based at the Clock Tower, in Nottingham.



**By SUSAN HALLAM,**  
internet marketing consultant and  
Managing Director at  
Hallam Internet

Whether your business features in the top 100 Nottingham businesses or you're a small business looking to grow, measuring the impact of your digital marketing is incredibly important.

## Measurable Business Goals

The first step to successful digital marketing measurement is to know your goals. Consider yours now. Are they tangible? Can you measure them?

Even seemingly intangible KPIs (key performance indicator) can be measured. Rather than measuring awareness, for example, consider tracking direct visitors to your website through your website's analytics program, or the number of followers you have on your Twitter account.

## Analyse Your Business Website

Tools such as Google Analytics (which is free) and Omniture (a paid service) are vital for businesses that want to track the success of their digital marketing. Ensure you have an Analytics service set up for your business and that you have access to the data.

## Monitor Leads, Engagement and Sales

Monitor leads with Google Analytics' Goals, an area of the system which allows you to specify the KPIs you want to track. Tracking newsletter subscriptions, contact form submissions and 'engagement' criteria such as Time on Site gives you a great deal of insight into the success of your website.

Have you noticed the new Conversions area on Google Analytics? Here, you can monitor your Goals and also the effectiveness of your paid search (PPC) campaigns and the sales made on your website.

## Can People Find You on the Internet?

SEO, or search engine optimisation, is the process of helping your business to be found on the internet.

You can measure this, too. One method is to set up a non-branded keyword report within Google

Analytics. This will help you to see how much traffic reached your site without using your brand name – a key part of SEO (which is typically used to help new visitors to find your brand).

Simply search 'How to know your SEO is working' on the Hallam Internet website ([www.hallaminternet.com](http://www.hallaminternet.com)) for more instructions on setting up your own non-branded keyword report.

## Social Media Measurement

There are numerous social media measurement tools available on the internet to help you track the impact of your social media campaigns. We like Social Crawlytics which measures your most blogged content, and Followerwonk which analyses your Twitter profiles.

The conversation, amplification and applause model also works really well:

### Conversation

How many people are conversing with you on social media? That means if you're twittering, are people replying? If you're putting Facebook updates up, are people commenting and posting back? Are people conversing?

### Amplification

This means that people are choosing to share your content across their social networks, and

you'll have heard of this being called viral spread. Are people retweeting your tweets? Are people sharing your Facebook updates?

### Applause

The third element is called the applause rate. Do people like what you're talking about? Do they like it on Facebook, and are they favouriting it on Twitter?

### Economic Value

Arguably the most important element – quite simply, is your business generating leads as a result of social media? Are you getting enquiries from social media?

### The Importance of Measurement

Measuring your digital marketing efforts is essential if you hope to succeed online. Like any part of your business, your digital marketing strategy must help you reach your bottom line goals – and if it doesn't, it's time to reconsider your plans.

Hallam Internet works with businesses of all sizes, included top 100 business Experian, on digital marketing strategy, management and measurement. Find out more at [www.hallaminternet.com](http://www.hallaminternet.com).