

9 MARKETING METRICS TO HELP TARGET YOUR AUDIENCE



AS THE SAYING GOES, you can't manage what you can't measure. Monitoring your audience targeting efforts is crucial to understanding what works, what doesn't, and where to spend your precious marketing dollars. These nine key metrics, which you can normally find through your website data and Google Analytics or other services, can help you analyze your digital-marketing data and take action:

Metric	What It Is	Why It Matters	How to Use It
SOCIAL MEDIA REACH	The number of people who can potentially see your content through all of your social media channels (e.g. Twitter followers).	Your social reach lets you gauge the potential and the outer limits of your social channels, helping you understand the effectiveness of your social media strategy with your audience.	Research your target audience and its social media usage to find out where your audience is. You can increase your reach on some channels by using paid as well as organic posting options. To learn whether users are engaging with your content—whether you're reaching your target audience—you need to compare your social reach with your social engagement.
SOCIAL MEDIA ENGAGEMENT	The number of times those who see your posts respond to them in some way.	Social media comments, posts, and shared links drive leads.	No traction on social media? Study your target audience and what they're engaging with. Find ways to make your site more visual and interactive, such as producing thought leadership for specific platforms, hosting contests, or posting more pictures.
IMPRESSIONS	The number of times your content is displayed and seen, whether on social media, on your own website, or in another context.	This gives you a clearer sense of whether you're reaching your audience, so you can more clearly understand whether they are (or aren't) interacting with your brand.	The number of impressions should offer you better, clearer context in which to view your social reach and engagement. If you have broad reach and a high number of impressions but almost no engagement, you need to rethink how you're targeting your audience.
KEYWORD SEARCHES	The terms visitors use in internet searches to find your site and navigate within it.	Optimizing use of keywords that connect you to the audience you're targeting can boost traffic from your most likely customers.	Examine the keywords that are driving visits and, more importantly, conversions (see conversion rate, below). Use tools such as Google Keywords to determine how your site ranks for those words and whether they're bringing you the right kind of traffic.
CLICK-THROUGH RATE	The percentage of those who are exposed to a webpage, search link, ad, or email who click on it.	A higher or lower click-through rate (CTR) helps you rank the effectiveness of various marketing efforts in reaching a receptive audience.	Assess the CTR to gain a sense of your ad's or content's immediate appeal. (Note that people who see a link and, rather than immediately clicking on it, come to your site at some other time are not represented in your CTR.)
TRAFFIC SOURCES	A report showing the different sources of traffic to your site.	Google likely is not the only way visitors find your site. Knowing all of the places your traffic originates can help you decide where to focus your marketing.	Use this information to better understand where your visitors come from, particularly when it's from smaller, niche sources. This can tell you a lot about where your target audience is spending time and how people search for your product or service. The more you know about your target audience, the better you will be at reaching it.
BOUNCE RATE	The proportion of visitors who click ("bounce") away from your site after visiting one page.	A high bounce rate could result from marketing efforts that attract the wrong visitors, who leave when they don't find what they want. Bounce rate averages vary by industry and type of site.	Revisit your keywords to help ensure that visitors who come to your site through searches are part of your target audience.
CONVERSION RATE	The percentage of visits to your site that "convert" to action, generally a sale.	Action is your goal, whether it's a customer purchase or the completion of a contact form. Tracking conversion rates shows whether your strategies are paying off with your target audience.	Conversions don't always happen on the first visit. Track repeat visitors to learn what brings them back and which pages get their attention. Use these analytics to see how your overall marketing efforts may have affected a consumer's path to conversion.
RATE OF RETURN	The percentage of visitors to your website that return to your site.	This helps you analyze what you're doing right and what parts of your site or pieces of content are truly resonating with your target audience.	The rate of return shows how many visitors trust and engage with your brand. Cultivate these customers through email, surveys, and promotions on other sites they use.

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