

Map Your Measurement Goals

Seven Steps to Better Marketing Results

To ensure your marketing strategy is comprehensive, you must develop clear and measurable goals for each part of your customer's journey. Once you've created a clear and measurable business objective, you'll need to plan, implement, and measure your supporting marketing campaigns. Check out the seven steps below to ensure your approach is sound.

1. Pick a marketing **objective** for each segment of your customer's journey.
2. Plan your **media mix** strategy for each customer segment.
3. Determine the most appropriate measurement **tools** to validate your return on investment.
4. Develop a **target** change you hope your measurement tools will reveal.
5. Record the **results** of your measurement findings.
6. Compare the **change in metrics** for each of your media channels against your previous measurements (or against industry benchmarks).
7. Determine an **action** to take for each result.

Finished Example

Below is what a completed example of the framework might look like. Of course your will be different but it should give you a sense of where we are headed.

Customer Journey	Objective	Tools	Media mix	Target	Results	Change in metrics	Action
Build awareness	Brand awareness	Brand lift	Video Social media	+10%	+12%	Video views ↑ Engagement ↓	Use more video Test creative
Influence consideration	Brand favorability	Brand lift	Video Display Search	+5%	+4%	Completion rate ↓ Micro Conversion ↑ Micro Conversion ↑	Shorter video No change Expand search keywords
Drive purchase	ROAS	Attribution MMM	Video Display Search	\$1.12 ROAS	\$1 ROAS	Conversion rate ↓ Conversion rate ↑ Conversion rate ↓	Stronger CTA Use Audiences Adjust bids A/B test
Grow loyalty	LTV	LTV analysis	Email Remarketing	\$1100	\$450	Open rate. Conversion rate ↓	A/B test