

The ultimate guide for online marketing campaigns

Metrics for creating and
capturing demand

Achieving a balanced approach to demand metrics is essential for revenue growth. Utilize the 4 metrics provided to master your online marketing campaigns.



Creating Demand Metrics

- Engagement rate
(Paid ads)
- Organic engagements
- Impressions & Reach
- New followers

ENGAGEMENT RATE

Measures the effectiveness of paid ads in generating interactions (likes, comments, shares, clicks)

- ✓ Reflect the relevance of your content
- ✓ Guides ad optimization when decreasing
- ✓ Formule: $(\text{total engagements}/\text{total impressions}) * 100$

How to improve?

Test ad copy, formats & targeting

ORGANIC ENGAGEMENT

Measures interactions (likes, comments, shares on content)

- ✓ Reflects on audience interest and connection
- ✓ Indicates content resonance
- ✓ Enhances brand visibility

How to improve?

Engage with your audience, post frequently, share valuable content

IMPRESSIONS & REACH

Impressions: Number of times your content is displayed.
Reach: Unique individuals who see your content.

- ✓ **Access visibility, brand awareness and potential audience size**
- ✓ **Indicates content resonance**

How to improve?

Optimize your targeting & content. Use a scheduling strategy to maximize this metric.

NEW FOLLOWERS

New individuals who follow your brand page

- ✓ **Reflects your Brand popularity**
- ✓ **Helps with measuring your audience growth**

How to improve?

Share valuable content consistently, encourage audience interactions, collaborate with influencers (guest podcast) optimize your content schedule,...

Capturing Demand Metrics

- Branded searches
- Conversions
- Direct or refend traffic
- SQO

BRANDED SEARCHES

Search queries for your company name

- ✓ Measure brand recognition
- ✓ Reflects your marketing effectiveness
- ✓ Link google search console with your dashboard

How to improve?

Create Branded Google ads campaigns to capture demand, create a strong SEO strategy...

CONVERSIONS

Measuring desired actions of user on your website

- ✓ Access visibility, brand awareness and potential audience size
- ✓ Indicates content resonance

How to improve?

Make your landing pages conversions proof, create clear CTAs, implement strong remarketing campaigns,...

DIRECT OR REFERRAL TRAFFIC

Direct traffic: users entering your website direct in browser url.
Referral traffic: users who visit your website from external site

- ✓ Measure brand recall
- ✓ Show succes of partnerships & collabs

How to improve?

Build strategic partnerships, create shareable and high quality content

SQO

The number of leads that have been considered as ready for the sales team to engage and attempt to close, based on pre-defined qualification criteria

- ✓ Shows lead quality
- ✓ Impacts revenue potential
- ✓ Link your marketing channels with your CRM

How to improve?

Define a clear criteria for sales qualification, improve your lead scoring, train sales team to engage with high quality leads



Need a deep dive into your marketing metrix? Don't hesitate to contact us on LinkedIn or send an email to xan@marked.be