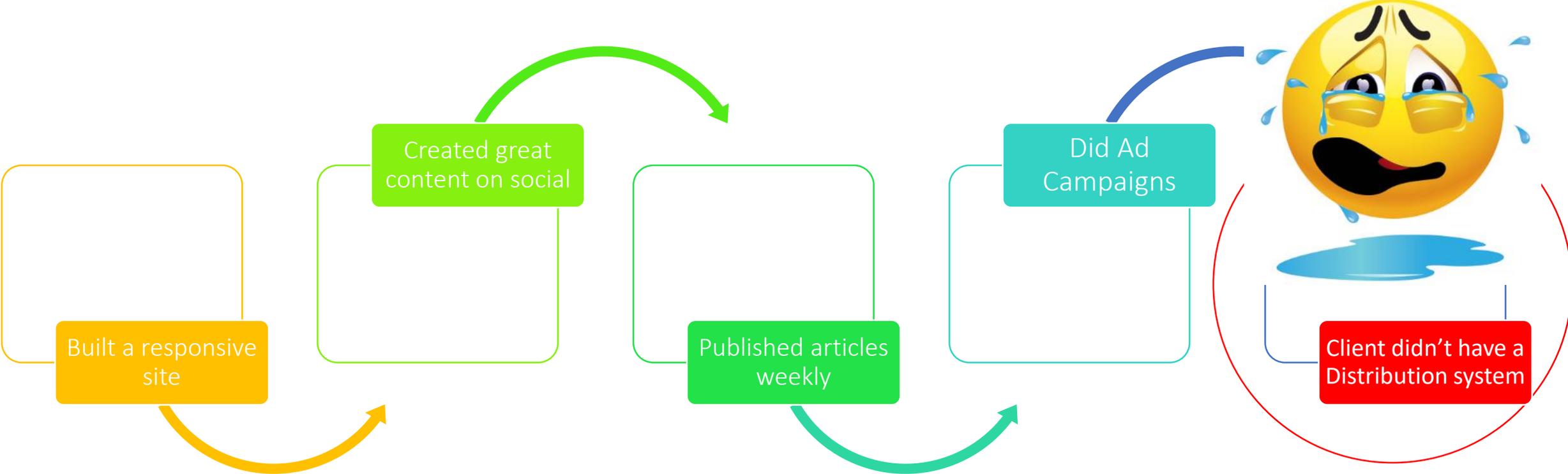


The ROI Of Digital Marketing

By Francis Waithaka.
CEO



The Story Of A Client With A Premium Yoghurt



Are You Getting The **Right Results** From Your Marketing Campaigns?

44% of marketers say they're **unable to measure** the impact of digital marketing on business

Why Are Brands & Agencies
Struggling To **Quantify** The
Impact Of Their Marketing
Efforts?



1) Not being able to demonstrate how *Digital Marketing* contributes to **sales**



2) The Lack Of Data Analytics **Tools** & **Skills**

3) Not tracking the right **data**.

How do we solve this challenge?

1) Set **SMART** goals

Simple

Measurable

Attainable

Relevant

Time bound

Example 1:

Generating leads is a goal. But not a smart goal.

Getting 10 qualified leads per month

Example 2:

Driving sales is a goal but not a smart goal

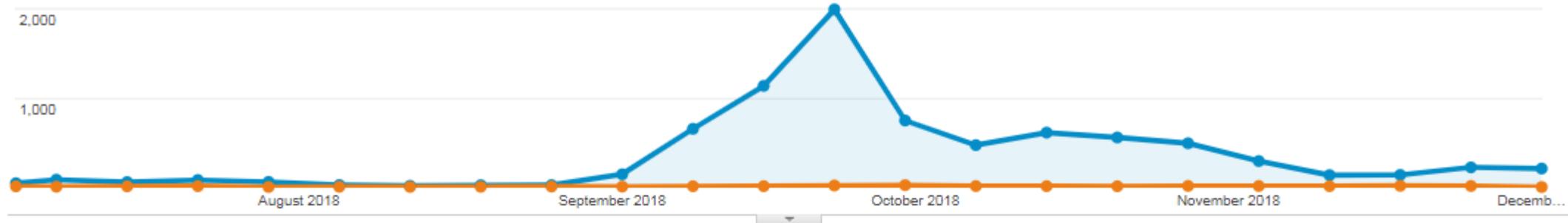
Increasing sales by 10% in 3 months

2) Choose The Right Metrics To Track

- Reach. Impressions
- Cost Per Acquisition
- Conversion Rates by Channel
- CTR
- Landing Page Performance: Bounce rates
- Customer Lifetime Value
- YoY comparisons

Year-over-year Comparisons On Site Traffic

Jul 4, 2018 - Dec 4, 2018: ● New Users
 Jul 4, 2017 - Dec 4, 2017: ● New Users



Users
3,542.79%
 8,342 vs 229



New Users
3,618.55%
 8,218 vs 221



Sessions
3,747.06%
 13,080 vs 340



Number of Sessions per User
5.61%
 1.57 vs 1.48



Pageviews
7,334.93%
 48,104 vs 647



Pages / Session
93.26%
 3.68 vs 1.90



Avg. Session Duration
45.65%
 00:04:16 vs 00:02:56

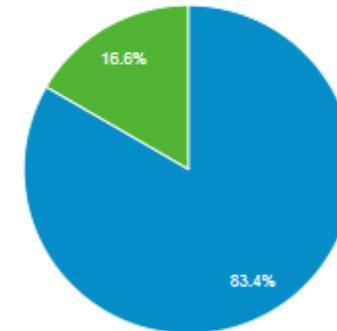


Bounce Rate
-12.19%
 54.24% vs 61.76%

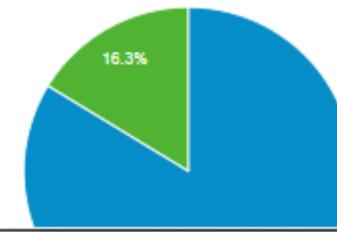


■ New Visitor ■ Returning Visitor

Jul 4, 2018 - Dec 4, 2018



Jul 4, 2017 - Dec 4, 2017



Case Study:

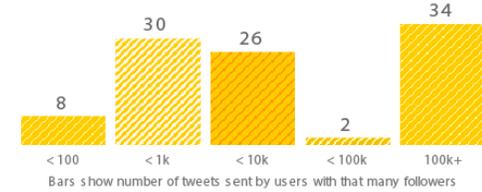
Tweetreach can help you track your Twitter **reach** and **exposure**

ESTIMATED REACH

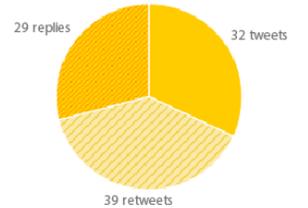
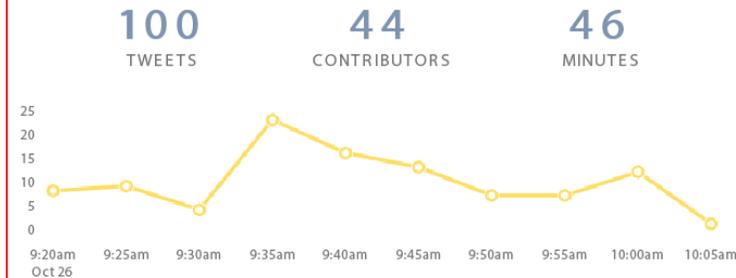
2,409,434
ACCOUNTS REACHED

EXPOSURE

45,053,707 IMPRESSIONS



ACTIVITY



TOP CONTRIBUTORS



MOST RETWEETED TWEETS



3) Source for high **Quality Photos** that fit perfectly with your brand's messaging



Boosted Post

Imagine if you took stock on credit, cheerfully...

Promoted by Ken Kairu on Nov 20, 2018

Finishes in 3 days



Boosted Post

Imagine if you took stock on credit, cheerfully...

Promoted by Ken Kairu on Nov 20, 2018

Finishes in 3 days



Boosted Post

Promoted by Ken Kairu on Nov 16, 2018

Completed



Boosted Post

A BIG THANK YOU to all our customers, from ...

Promoted by Ken Kairu on Oct 3, 2018

Completed

4) Ensure Your Website, Landing Page Or Mobile App Has A Better **User Experience**

Story of **ADMI**

PASSION TO PROFESSION



africa digital
media institute

5) Set your **targeting options** correctly.

- **Google Ads:** Keywords, **negative keywords**, Affinity Audiences, Retargeting, **Location Targeting**, **Extensions**

- **Facebook:** Custom audiences, Pixel, Events

6) Get the right tools to measure performance

WHAT TO MEASURE	TOOL
Site Traffic: Clicks, CTR, New Users, Returning users, bounce rate	Google Analytics, BITLY,
Engagement: Likes, Comments, Shares	Hootsuite, Sprout Social, Hubspot
Sales	Hubspot
Awareness: Reach, Impressions	Keyhole, Tweetreach, Facebook & Twitter Insights
Share of Voice: Fan base	Social Bakers, Meltwater

Case Study: Use Bounce Rate To Improve Your Targeting

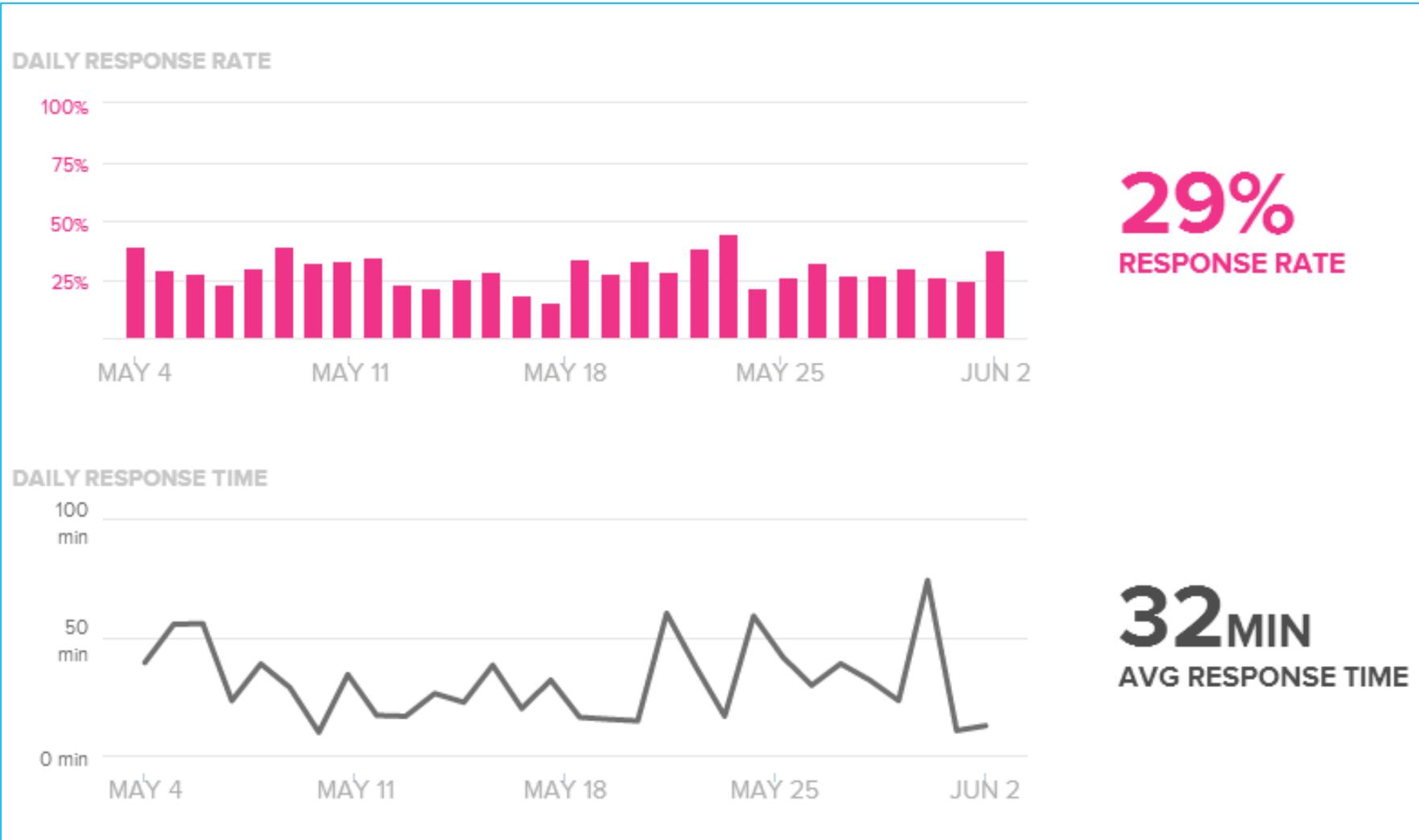
<input type="checkbox"/>	Source [?]	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Goal Conversion Rate [?]	Goal Completions [?]	Goal Value [?]
		3,449 % of Total: 43.57% (7,916)	3,355 % of Total: 43.00% (7,802)	4,830 % of Total: 40.27% (11,994)	63.13% Avg for View: 55.15% (14.46%)	3.09 Avg for View: 3.63 (-15.01%)	00:03:15 Avg for View: 00:04:10 (-21.91%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.0 % of Tot: 0.00% (\$0.0)
<input type="checkbox"/>	1. standardmedia.co.ke	1,320 (37.78%)	1,304 (38.87%)	1,545 (31.99%)	75.86%	1.98	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00)
<input type="checkbox"/>	2. t.co	589 (16.86%)	561 (16.72%)	1,042 (21.57%)	51.92%	3.54	00:04:25	0.00%	0 (0.00%)	\$0.00 (0.00)
<input type="checkbox"/>	3. www-standardmedia-co-ke.cdn.ampproject.org	383 (10.96%)	379 (11.30%)	403 (8.34%)	77.92%	1.82	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00)
<input type="checkbox"/>	4. m.facebook.com	272 (7.78%)	263 (7.84%)	329 (6.81%)	53.50%	3.07	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00)
<input type="checkbox"/>	5. sde.co.ke	271 (7.76%)	268 (7.99%)	294 (6.09%)	75.17%	2.76	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00)
<input type="checkbox"/>	6. www-sde-co-ke.cdn.ampproject.org	75 (2.15%)	73 (2.18%)	77 (1.59%)	80.52%	2.03	00:01:05	0.00%	0 (0.00%)	\$0.00 (0.00)
<input type="checkbox"/>	7. l.facebook.com	67 (1.92%)	56 (1.67%)	107 (2.22%)	50.47%	3.11	00:02:58	0.00%	0 (0.00%)	\$0.00 (0.00)
<input type="checkbox"/>	8. businessdailyafrica.com	61 (1.75%)	41 (1.22%)	171 (3.54%)	26.90%	5.81	00:08:41	0.00%	0 (0.00%)	\$0.00 (0.00)
<input type="checkbox"/>	9. facebook.com	52 (1.49%)	41 (1.22%)	91 (1.88%)	48.35%	2.82	00:04:40	0.00%	0 (0.00%)	\$0.00 (0.00)
<input type="checkbox"/>	10. kba.co.ke	51 (1.46%)	44 (1.31%)	137 (2.84%)	43.07%	6.18	00:08:04	0.00%	0 (0.00%)	\$0.00 (0.00)

Analyze your traffic sources: Google Analytics

<input type="checkbox"/>	Default Channel Grouping	Users <input type="text" value="Users"/> ▾ ↓	Users	Contribution to total: <input type="text" value="Users"/> ▾
		7,916 % of Total: 100.00% (7,916)	7,916 % of Total: 100.00% (7,916)	
<input type="checkbox"/>	1. <input type="checkbox"/> Direct	2,738	34.16%	
<input type="checkbox"/>	2. <input type="checkbox"/> Referral	2,437	30.40%	
<input type="checkbox"/>	3. <input type="checkbox"/> Organic Search	1,604	20.01%	
<input type="checkbox"/>	4. <input type="checkbox"/> Social	1,024	12.77%	
<input type="checkbox"/>	5. <input type="checkbox"/> Paid Search	212	2.64%	
<input type="checkbox"/>	6. <input type="checkbox"/> Email	1	0.01%	

WHAT TO MEASURE	TOOL
Response rate, Response time	Sprout Social
Sentiment Ratios	Hootsuite, Meltwater
Attribution	Hubspot, Google Ads, Google Analytics
Brand Searches	Google Keyword Planner, Search Console
Site Speed	Google Pages Insights, GTMetrix

Case Study: Response Rate Vs Response Time



Sprout Social

What is the ROI of
Digital Marketing?

Where does your business come from?

Case of Virtual HR

Trust
Elements

1. Website
2. Referrals
3. Repeat business

Virtual HR
A Human Resource Consulting Company

Hotline: +254 706 418 111 or +254 728 568 023 | info@virtualhr.co.ke

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Profile: Gladys Ogallo

Gladys Ogallo holds a Bachelor of Education degree and a Masters in Business Administration (MBA).

She is trained, certified and accredited by both PDA International and SHL Talent Management. Both are global leaders in talent assessment solutions, supporting organisations in the selection, performance management and development of people at all levels and across all sectors.

In addition, she has wide experience in benchmarking and salary surveys, remuneration policy and strategy, market reward practices, job analysis and job evaluation

She has over 14 years experience in the ICT sector working with Africa Online as a Training &

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About Virtual HR Services

We are a group of human resource professionals offering high level consulting services. Each of our human resource professionals has expertise in the latest industry practices and trends.

Address