

### Title 1: **7 Tips for Improving ROI on Online Marketing Campaigns**

Subtitle 1: *What your business needs to know to improve marketing ROI.*

### Title 2: **Here's How Your Business Can Improve Its Marketing ROI**

Subtitle 2: *Online marketing has never been simpler.*

### Title 3: **Having Trouble with Your Campaigns?**

Subtitle 3: *7 Tips for Improving Your ROI.*



So you've rolled out your campaign. You are marketing to your customers across several different channels, and you are excited about reaching new prospects on their preferred medium. But after a few months, you start to feel that your campaign isn't realizing its full potential. You aren't reaching all of the people that you want, and your conversion numbers are falling short of your goal.

If this sounds familiar, you aren't alone. Improving your ROI can seem difficult and confusing, especially if you aren't sure of your long-term goals. But you don't have to be a data scientist to understand the

metrics that drive success. You can improve the efficiency of your campaigns just by following a few simple steps. Here's how you can get started:

1. To Improve ROI, You Have to Be Able to Measure It

This might seem obvious, but in order to improve your online marketing ROI, you first have to start measuring it. [According to a report from DialogTech](#), less than a third of executives can evaluate the ROI of each channel. That is despite 82% of marketers in the report saying their executives want to measure each channel's ROI. You can use web analytics tools from Google or Amazon to measure your online marketing campaign. You want to see exactly what kind of return you are getting on each dollar you spend on a given channel.

2. Focus on the Metrics that Drive ROI



Improving your online marketing ROI means focusing on the right metrics. The well-known metrics like blog post shares, retweets, or Facebook page likes might sound good to your executives, but they typically aren't the metrics driving your ROI. You should be asking how all metrics work together to drive the growth of your business.

Concentrating on so-called "vanity metrics" typically doesn't move the needle. You'll want to focus on metrics that track customer behavior, such as click-through rates for your ads and shopping decisions. Analyze and track these metrics over time and see how they are influenced by your marketing campaigns.

### 3. Use Marketing Analytics to Your Benefit

There is more information available on your customers than ever before. The good news is that you don't have to sift through all this information by yourself. There is a wide variety of marketing analytics tools that will give you insight into your customers. By using marketing analytics, you can create a customer profile and determine when is the best time to send an email or a phone call.

Marketing analytics also utilize tools like predictive analysis to allow you to use trends to see what products and services a customer might purchase in the future. By better understanding how the customer moves on their journey down your funnel, you'll be in a better position to invest your marketing dollars more efficiently.

### 4. Make Sure You Are Targeting the Right Audience

You can focus on all the right metrics, but if you aren't focused on the right target audience, your marketing campaign isn't going to reach its full potential. For example, if your goal is to push more prospects to your physical store, then you should be targeting ads at a specific geolocation near your store – not all over the country.

The same goes for specific demographics. If your service is geared towards a younger audience, then you don't want to spend advertising dollars trying to reach everyone. You need to make sure that your ads are specifically targeting millennials.

## 5. Remarketing Campaigns Are Your Friend

Have you ever looked at a pair of shoes on a website and then had those shoes follow you on ads as you surfed the web? If so, then you have been part of a remarketing campaign. Remarketing campaigns are effective because most people don't buy at the first opportunity. They'll visit your website, then go read up on a blog to learn more, then visit some social media, and then come back to make a purchasing decision. This can take place over several days and even over several different devices. Remarketing campaigns can help when your prospect needs a bit more convincing.

## 6. Experimentation

When you experiment, you get the opportunity to find new strategies that can drive growth. Landing page marketers will often do an A/B test, which is testing the same landing page with minor changes to see which one is more effective in getting conversions. In the same way, your online marketing campaign can experiment, test, and compare different marketing methods. Scale up experiments that work – and quickly abandon those that don't.

## 7. Avoid the Paralysis of Inaction (By Knowing Your Long-Term Goals)

Some businesses know their audience, track the right metrics, and experiment – and yet they still feel lost. This is because they don't know their long-term goals. If you want to maximize your online marketing campaign, you must be fully aware of your company's long-term goals. If your online marketing goal is to become a thought leader in your industry, your campaign will look different than it would if your goal was to increase sales. Make sure you figure out what your long-term goals are early so you can focus on trying out different strategies and seeing what works best.



By now, you understand that you can't improve your ROI if you aren't measuring it in the first place. Your business must be measuring ROI across all of its marketing campaigns so it can see trends and patterns that arise over time. It is important to make sure that your team is focusing on the metrics that matter and actually drive ROI as well.

The number of likes your Facebook page has might seem important, but are Facebook likes alone driving your ROI? Probably not. It would be better to focus on metrics that actually track your customers' behavior, such as their purchasing decisions.

A successful online marketing campaign will focus on the right metrics as well as the right target audience. Even the most data-oriented marketing campaign will be inefficient if you target the wrong people. And lastly, your business needs to know its long-term goals. Determine what your long-term objectives are for your marketing campaign early on so you can experiment with different strategies that might fit your needs.