

DIY Marketing – Measurement

How Do You Measure Your Marketing?

To find out which of the marketing activities you carry out are effective - which ones work and which don't - you need to measure everything. Follow the five steps below to start regular measurement and you can make more of your marketing.

1. What do you measure?

List all the activities you can measure, such as **networking** (each individual group you belong to), **advertising** (in each individual magazine or paper), **editorial** in different publications, **workshops** or **presentations** you deliver, **training courses** you attend, your **newsletter**, your **website**, **directories** you are listed in, **referrals** and anything else you can think of!

Example: Networking group A and B, word of mouth, website, advertising in magazine X and Y.

2. Record the details

Create a table or spreadsheet in which you record how many enquiries you receive from each marketing activity, how many clients you gain from each and how much each client costs you to win.

Use the example below at a start point.

Activity	Enquiries	Clients	Monthly cost	Cost per Client
A Networking group	20	2	£100	£50
B4 Work Networking	5	3	£75	£25



3. Record more details

Record your marketing efforts on a monthly basis. This will show you any seasonal changes you need to be prepared for in the future. Add each month's figures to an on-going record for the entire year.

4. Analyse the data

Once you've got some data, you can start using it to make your marketing more effective. One marketing activity may generate a number of enquiries, but are they the right sort of enquiries for your business? How many of them convert to clients?

Another activity may generate a number of clients, but it may cost you a lot of money. What is the value of each of those clients? How long will they remain clients?

5. Make some decisions

When you've collected a few months worth of data and analysed it, you should start to see some trends. Now you need to make some decisions. Is there a networking group you belong to which costs a lot of money but doesn't bring you the sort of clients you're looking for? Is it time to stop advertising in certain magazines and directories and focus your efforts - and budget - on successful ones?

Example: This month I will stop attending A Networking group and will attend more meetings of B4 Work Networking.

When you know where your enquiries and clients come from, you can do more of the marketing that works for your business and your budget, to bring you the best results.

For more advice on marketing measurement to promote your business, contact Appletree by calling 01635 578 500 or e-mailing Chantal@Appletreeuk.com

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