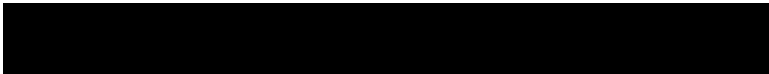




## Picking the right marketing measurements

- What are your business objectives/aims?
- How do your marketing plans support those objectives?
- What measurements are possible?
- Digital:
  - Tracking software
  - Google analytics
  - Facebook pixel
  - Google My Business
- Traditional:
  - Brand awareness/mentions
- Define what success is
- Difference between vanity and clarity metrics
  - Need engagement not just numbers



The Ideal Marketing Company

