The importance of measuring success: evaluation and effectiveness

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What have we learned so far?

- Set our SMART goals of objective
- PPPP
- Audience
- Channel
- Measure the effectiveness and evaluate marketing plan
Example

Email Marketing

• Increase usage of resource(s) through email outreach
• Set KPI
• Review the KPIs
• Create a benchmark
• Learn!
Email Marketing

• Increased engagement
  • Click through rate
  • Open rate

• Increased conversion
  • Registering for an account
  • Filling out survey
  • Requesting a trial

• Site traffic
• Time spent on site
• Average time before accessing
Tracking Email Messages

MB – New Titles Campaign
Access to The Bulletin of Zoological Nomenclature
September 8th 2017, 2:35 am
Sent to 77 contacts.

- Clicks on website links within your message
- Contacts report showing list of email address that have clicked or opened and how many times
- Social media engagement
Tracking Email Messages

Email Impact
- 14.3% Opened: 11 contacts, 103 opens
- 0.0% Bounced: 0 contacts
- 85.7% No Info: 65 contacts
- 5% Clicked: 4 contacts, 8 clicks

77 contacts sent to

Device Usage
- Smartphone: 9%
- Tablet: 1%
- Computer: 91%

Social Engagement
- 0 tweets
- 0 likes
- 0 shares
- 0 +1s
Did it work?

• Successful in total opens and unique opens (reference Lorraine’s original statistics)
• Run email campaigns during strategic intervals (weekly, monthly, quarterly)
• Keep a track of the statistics so you can review them and compare
• Learn what works best
Variables in E-Marketing

- Which subject lines are more effective?
- Plain Text vs HTML
- Personalization
- Relevance of content to the audience
- Customized content
- What time of the day are you sending messages?
- Is there a promotion involved?
Subject Lines

According to research by Adestra*, which tracked over 900 million emails for its report, there is no increase in either open rate or click-throughs at this 60-to-70 character length of subject line.

Conversely, subject lines 70 characters and up tested to be most beneficial to engage readers in clicking through to the content, and subject lines 49 characters and below tested well with open rate.

In fact, Adestra found that subject lines fewer than 10 characters long had an open rate of 58%.

*https://blog.bufferapp.com/8-effective-email-strategies-backed-by-research
Using internal data

- Monitor COUNTER usage reports
- Track denials
- Invite further responses from your audience for feedback (Another e-mail campaign?)
- Use in combination with Google Analytics / web traffic software to monitor increase in site traffic
(Free) Email Marketing Software Companies*

1. Benchmark
2. Reachmail
3. MailChimp
4. VerticalResponse
5. Elite Email
6. Mad Mimi
7. Freshmail
8. Campayn
9. Mailerlite
10. SendinBlue

*https://blog.capterra.com/10-free-email-marketing-software-solutions-small-business-marketers/
Work Shop

Questions to consider...

• What kind of e-mail marketing do we currently do?
• Do we need to get an email marketing software?
• How can I track the success better during each campaign?
• Do we currently have any internal benchmarks?
• How can I better understand my audience to maximize the effectiveness of my marketing?