HOW TO BUILD

A WORKING MARKETING MAP

FOR YOUR COMPANY AND *MEASURE ITS*

EFFECT?

How can you transform your marketing budget into an investment?
Which simple and practical exercises can help you do it?

LET'S LOOK AT 12 REAL CASE STUDIES.

Lavii

CONTENT

IS THIS YOU?

You are confused. Everybody is talking about Internet marketing and how great it is, but you find it hard to grasp how you could really benefit from it. There are lots of technical terms and fancy methods, but you still can't really tell if your first campaign was a success or a waste of money.

YOU ARE **CONFUSED**

YOU ARE **NOT ALONE**

Well, there is some good news. You are not alone, meaning that you are not stupid. Lots of people think Internet marketing a lot harder than it actually is. It is not rocket science, actually, when you get your priorities straight.

I am not saying it will not take time to achieve outstanding results, of course, because everything worthwhile takes effort, but I am saying that every small- or medium-sized company owner or marketer can build a working marketing map on the Internet by focusing on the right things (and offering a great product or service, of course).

FOCUS ON THE **RIGHT THINGS**

FIND PAYING **CUSTOMERS**

From our experience, working with our customers and their projects, we have put together a report to introduce some of the models we have used in order to find paying customers for online and offline businesses.

Case studies include sellers of flowers, kitchen furniture, underground tanks, clothes, training, auto repair, etc.

You should really pay attention if any of these statements apply to you:

1. Our company's marketing budget is limited.

2. We do not know the specific revenue number and ROI across different traffic marketing channels.

3. We do not test out new marketing ideas.

4. We mostly discuss our marketing budget as an expense rather than an investment.

ROI: RETURN ON INVESTMENT (%) =

(Net profit / Investment) × 100

WHAT YOU WILL GET FROM READING THIS?

1. An overview of different Internet marketing maps to help you find the one that could work best for you.

2. Case studies from small, diverse companies with real numbers.

3. A data-driven mindset to test everything you spend money on in order to save heaps of money in the future.

THE AUTHORS OF THIS MATERIAL

TIMO PORVAL

HENRI PALMAR

HAVE WORKED WITH MORE

than 300 marketers and entrepreneurs. During that time, we have seen that most mistakes are repeated and there are easy ways to improve one's skills and results. We have put this material together with the sincere hope that it will give you an ability to look at things in a more complete way and help you earn more money for your company.

⚠ NOTE

This report has 40 pages of content, pictures, exercises and numbers. To get the most out of it, you'll need to take your time. The knowledge you'll gain is well worth it – we promise!

It's time to start thinking and acting like a marketing pro.

LET´S GET STARTED!

THE MAIN ISSUES WITH MARKETING

PEOPLE DON'T GET IT

Many companies still view marketing as an annoying expense even though it is the only thing that generates new customers, helps retain the old ones and, when used correctly, multiplies your revenue. Marketing also allows you to better understand your customers in order to improve your product or service (but we'll focus on this later).

THE PROBLEM ISN'T **MARKETING**

Because companies don't always understand the vital role of marketing, its budget is often the first one to take a hit when times get tough. The problem isn't marketing itself, but rather an inability to understand and explain your marketing model. Wouldn´t it be so much easier to make strategic marketing decisions if you knew your revenue/cost ratio for every marketing channel you use? That thought brings us smoothly to the next point.

REVENUE/COST (R/C) RATIO

Revenue is the net sum you generate from your campaign, and Cost is the total sum that you invested (including everything: ads, design, development, clicks, etc.). The quotient of these two is the most meaningful number. For example, if your total cost was $200 for Facebook clicks and revenue was $1280, your R/C is 1280/200=6.4. Every smart company owner or marketer knows his or her margin and the minimum R/C ratio needed to generate profit, and now you can compare these two. If your campaign proves successful and generates profit, why not repeat the campaign? You can even save money on design or development when reusing a campaign.

1280€
Revenue

/

200€
Facebook clicks

=

R/C
6,4

INABILITY AND NEGLIGENCE OF MEASURING REAL NUMBERS AND RESULTS
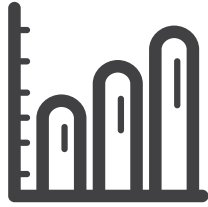
It´s always fun to keep track of soft KPIs such as the number of emails, fans, clicks, shares, pages visited, bounce rate and time spent on each page. But let´s face it: businesses aren't built on these numbers. You can only build your business with real inquiries or orders that bring in real money. But more often than not, companies do not understand the relationship between their soft and hard KPIs and end up focusing on ineffective marketing strategies.

KPI: KEY PERFORMANCE INDICATOR:

performance measurement to evaluate the success of an organization or of a particular activity in which it engages. Every company chooses their own KPIs to track their performance.

You have a blog? Great. Do you know how many hours you have spent writing it and how much real money it has generated (i.e. how many readers are really turning into customers)? Is it worth it?

You have a Facebook fan page? How much money and time have you put into it? Are your posts generating enough money for a satisfying ROI? Or would using just Facebook ads not only save you money and time, but also increase your revenue?

Not many agencies tell you these things because, to be honest, it is not uncommon to see a marketing campaign with no impact on real, important numbers. Of course we all have experienced a few duds of our own (you can't hit the jackpot every time you try), but that's why measuring every step is so important. Only by tracking numbers can you analyze where you went wrong and try something different next time. Finding and improving working marketing maps is a never-ending job. Take care not to get stuck in the pink foam of soft KPIs (new fans, shares of posts, impressions) without measuring the real impact on your bottom line. Not doing so makes it easier for you or your boss to say that marketing is an expense. Of course it is if you do not know the numbers on the other side of the equation.

Yeah, we know you think that you can't measure everything and that this plan will eat up all of your time. Well, you don't have to have all the precise numbers, and it will take a lot less time than you might think.

IT WILL TAKE A
LOT LESS TIME

We'll look into it in more detail later, but basically you only need to do two things to get started.

We at Lavii act on the belief that marketing must always be measurable and generate money. Everything else (branding, fans, etc.) is a bonus. When you build working marketing maps, you can do it constantly and without any budget limits. That leads us to the next point.
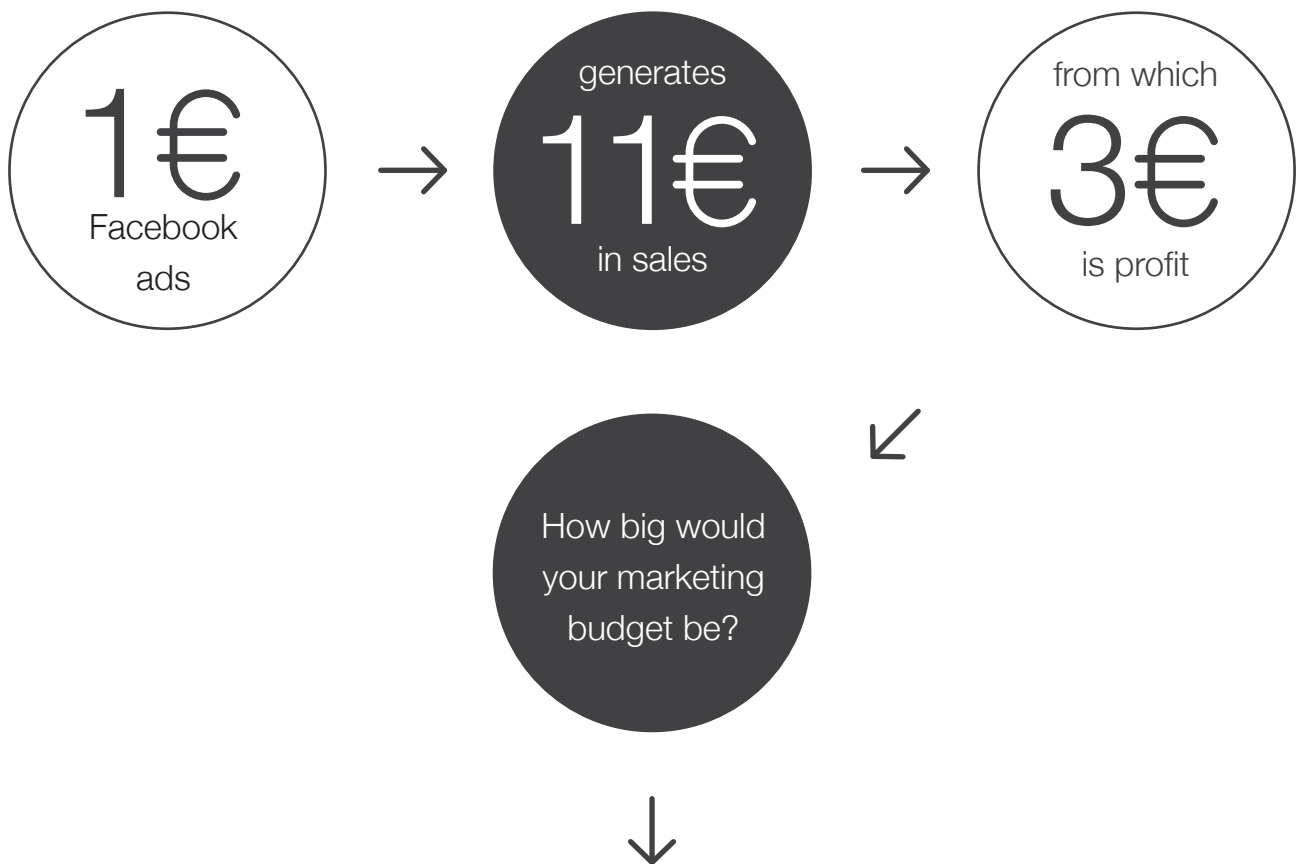
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LIMITED MARKETING BUDGET

Let's assume that on average, every dollar spent on your Facebook ads generates 11 € in sales, of which 3 € is profit.

QUESTION:
HOW BIG WOULD YOUR MARKETING BUDGET BE?

↓

1€ Facebook ads → generates **11€** in sales → from which **3€** is profit

How big would your marketing budget be?

I don't think it would even make sense to offer you different answers. You would not limit your budget, right? Of course, the channel and numbers here are random to you, but this is the situation you want to be in (and actually, we have seen a R/C ratio as high as 25 on Facebook).

DOING THINGS IN THE WRONG ORDER AND NOT UNDERSTANDING THE BIG PICTURE

What do we mean by the big picture, or, as we call it later, the "helicopter view"? Your customers take several important steps before making a purchase or inquiry. We have seen companies time and time again focus their energy on only one step and then struggle to figure out why things are not working.

Let´s look at an example. You have a rather old website and just put Google Analytics and Goals in place to measure inquiries. You have decided to buy a radio ad with 6000€, and as you are not doing any other active marketing campaign at the moment, it is rather safe to conclude that these ads
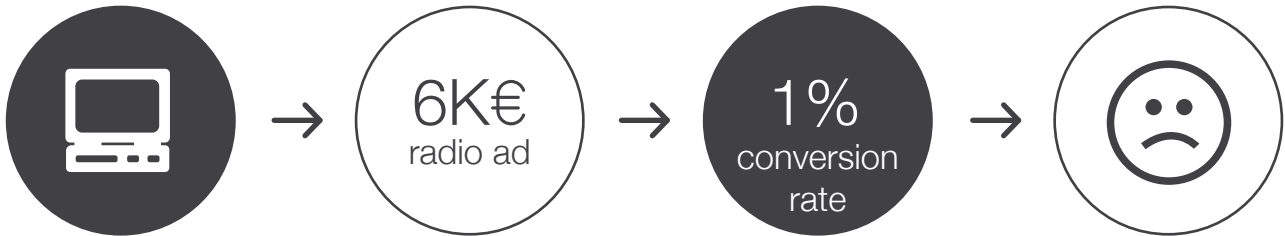
LET'S SEE AN **EXAMPLE**
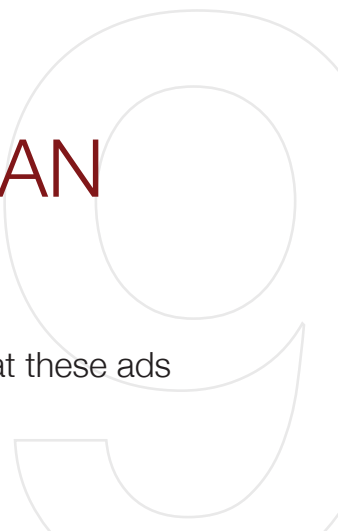
are responsible for the hike in traffic and inquiries.

You get lots and lots of traffic on your website during the campaign, but you're not satisfied because your conversion rate is only 1%. Obviously the radio ad is not a great choice for you, right?

Well, how much would you be ready to invest in a new website when it would increase your conversion rate to, let´s say, 3%? You can then save two times the cost of radio ads (that´s 12,000€!) to get the same number of inquiries as before.

Or, would it not be wise to drive traffic from Facebook with a smaller investment in order to find out your conversion rates and test different messages on your landing pages before making this bigger investment? There are several places where you might have it wrong.
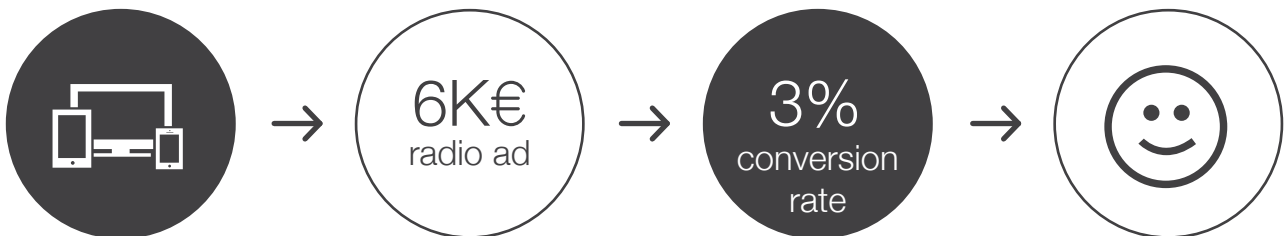
Now that we have discussed the main issues that we have seen on the market, let´s see how you can benefit from this information.

WHAT IS A MARKETING MAP?

In short, a marketing map is a set of marketing activities that you can repeat and measure multiple times. You must know the exact steps taken by your potential customers and the R/C ratio for your company. Obviously, the R/C ratio can depend on many things and is never exactly the same. That´s why it´s very important to always test new ideas and to measure everything. Do not be afraid of failing. Knowing which models do not work for your company is as valuable as knowing which are successful. Sometimes you can simply increase the ROI 100% by shutting down ineffective campaigns.

DO NOT BE AFRAID **OF FAILING**

THE BIG PICTURE OR "HELICOPTER VIEW" OF YOUR MARKETING MAP

EASIER TO **UNDERSTAND**

Remember those toy blocks with different letters on them? The ones that children play with and rearrange to make new words? We use the same logic to analyze or create marketing maps for our clients. Because every "block" has its own "letter" or "name," you can rearrange them to come up with brand new marketing maps or to make your current marketing map easier to understand.

These blocks are divided into four different groups of elements, each of which your potential customer is going through before making an inquiry or purchase:

Marketing Channel

Medium

Your Offer

Sales process
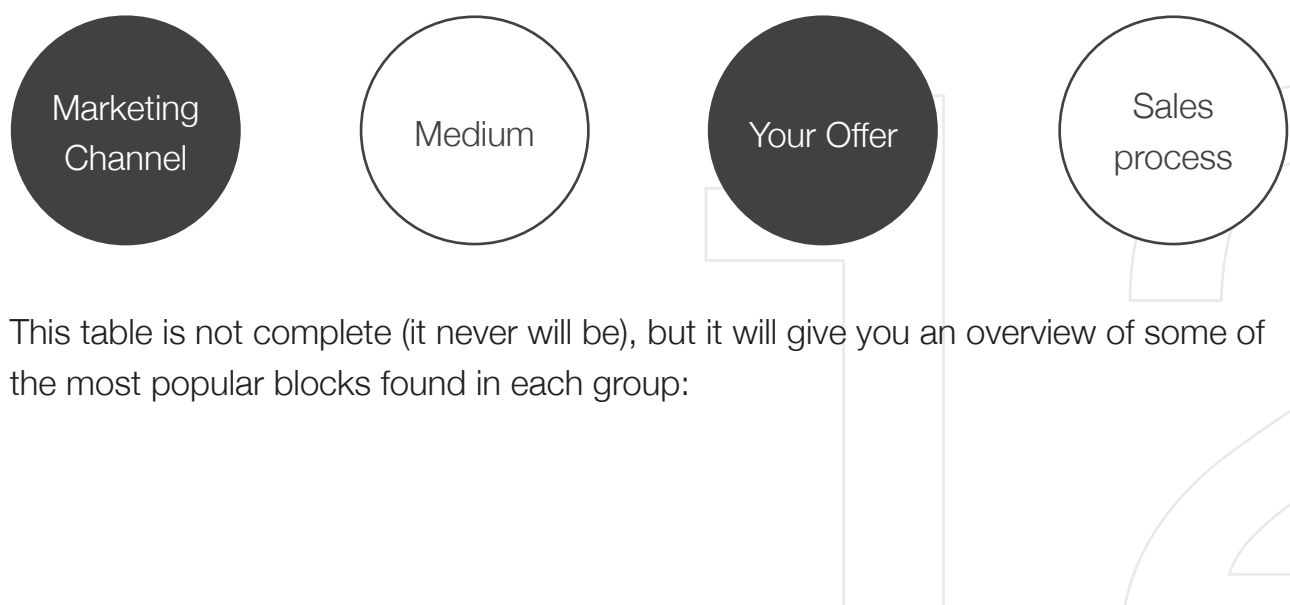
This table is not complete (it never will be), but it will give you an overview of some of the most popular blocks found in each group:

MARKETING CHANNEL

- Google Organic Search
- Google Adwords text ads
- Google Adwords banner ads
- Google Adwords remarketing
- Facebook posts to fans
- Facebook Ads
- Facebook promoted posts
- Bing or other Search Engines (organic and purchased traffic)
- Email list you own
- Someone else´s email list
- Banner ads on different sites
- Your blog
- Someone else´s blog
- Different forums
- Twitter
- Pinterest
- Instagram
- (Brainstorm some of your own.)

MEDIUM

- Your webpage
- Special landing page
- Facebook fan page
- Facebook campaign page
- E-shop
- Third party site that offers your products (e.g., Groupon)

YOUR OFFER

- Discounted price
- Limited quantity
- Limited time
- Free value (informative content or downloadable documents)
- Unique value

SALES PROCESS

- Purchase
- Inquiry
- Reservation
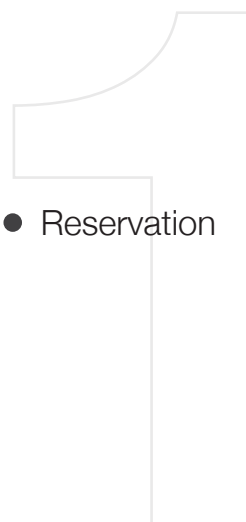
KNOW YOUR
GAMING BLOCKS

Now we more or less know our gaming blocks. As I said, the list is not complete, and you can add or remove blocks to customize the list for your own business. But it is good to know what you are playing with to come up with new ideas.

Your main goal is to start putting together models that will multiply the initial investment. While we look at some examples, always remember the ultimate goal: to find models that generate enough money for your business to work. Even though the numbers used in these examples are real, the ROI for different marketing maps always depends on many different factors.

IT WILL GIVE YOU
TIMES MORE BACK

Use these models to jumpstart your own, but always measure everything to be sure the model is working for you and your business.
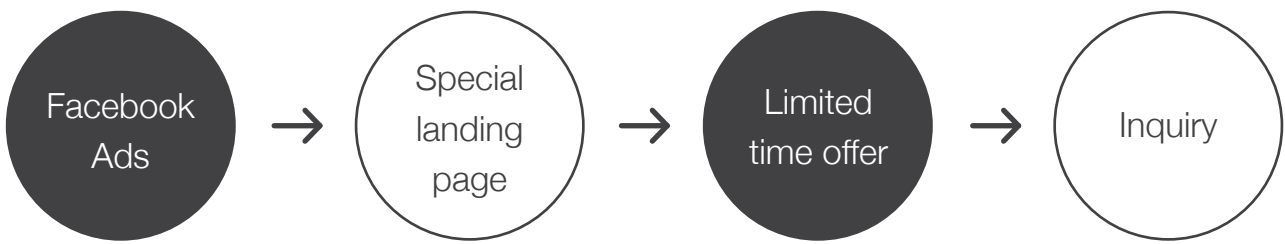
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CASE STUDIES

CASE 1

One of our first clients was a photographer who turned to us for help in finding new clients. She had a website, but it did not stand out from the competition. Rather than doing general marketing, we discussed her business and found out that she really enjoyed taking wedding photos and it was always a well-paying gig. She had some really good photo series with customer feedback, so we suggested a special landing page that we then marketed to women who had changed their relationship status to "engaged" on Facebook. The offer included a special price for a limited time, and visitors could write to her directly via a simple contact form.

What happened? In a short period of time she received 20 inquiries that cost her $5 each. Six of the contacts hired her for $400, so her total ROI for the campaign was 2400/900 (landing + ad spend + our service) X 100 = 166%. And she had a landing page that could attract new traffic any time she needed.

ROI FOR THE **CAMPAIGN WAS 166%**

Seem simple enough? Let's see another example.

CASE 2
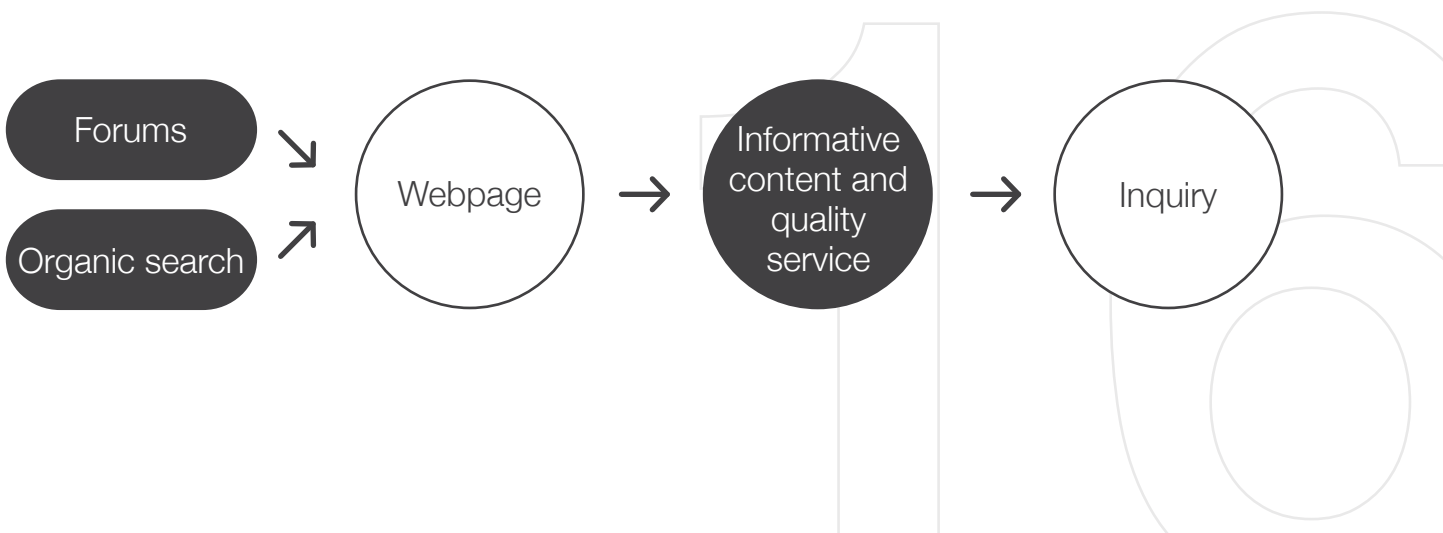
We had a client who was really good at repairing automatic transmissions. He was an active contributor to local car forums and found his first clients there. Eventually he was in a position to grow more aggressively and contacted us to help find new clients.

THERE WAS ONE
LOGICAL STEP

We found out that he had a really good reputation among the forum users because he was able to write about complicated things rather easily. He really knew his subject and was able to help people even if they were not his clients. The logical first step was to start moving traffic from the forums to his own website in order to let people know what kinds of services he provided. We wrote down common questions and fears that people had about each service, and he wrote articles to address every concern. We also wrote about his services and made it really easy to contact him via the website.

Some of you might think (as some of us thought at the time) that people do not have the time to read about automatic transmissions; nobody cares, they just need it to work well. Wrong. You need to trust the guy taking care of your car because it is rather expensive, and reading about the subject via well-written articles builds that trust and confidence. What do the numbers

WELL-WRITTEN
ARTICLES

tell us? People who have made inquiries visit 2.1x more pages and spend 3.5x more time on the site than the average visitor (we have also seen the same results on other sites). This would not be the case if we did not give them a chance to learn more about the subject.

| Source / Medium	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
All Sessions	24,953 % of Total: 100.00% (24,953)	70.00% Site Avg: 70.00% (0.00%)	17,467 % of Total: 100.00% (17,467)	33.31% Site Avg: 33.31% (0.00%)	4.22 Site Avg: 4.22 (0.00%)	00:04:10 Site Avg: 00:04:10 (0.00%)
Sessions with conversion	759 % of Total: 3.04% (24,953)	61.00% Site Avg: 70.00% (-12.85%)	463 % of Total: 2.65% (17,467)	1.84% Site Avg: 33.31% (-94.48%)	8.70 Site Avg: 4.22 (106.07%)	00:14:23 Site Avg: 00:04:10 (245.66%)

The result? He quadrupled his revenue in 6 months, during which time organic traffic took over as the main traffic generator, and the website paid for itself in less than two

months.

We'll look into how these results are measured a bit later, but first let's see more examples.

CASE 3
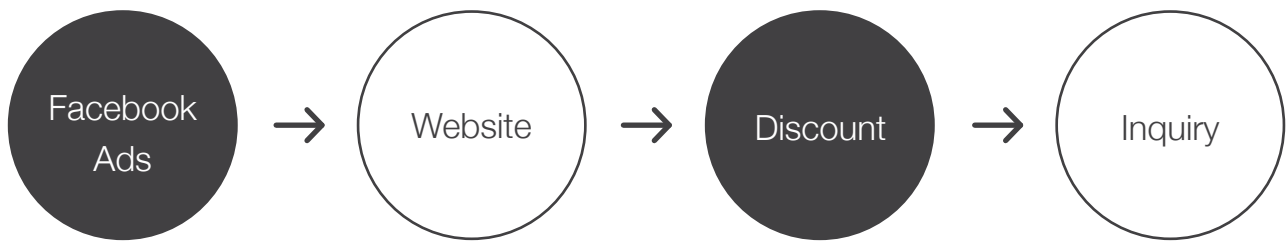
One of our clients had a specific method to find out which foods are good for you and which you should avoid. His clients had been mostly athletes, but this time he was

looking for ordinary people who also cared about their health. As the product was not cheap and it was rather difficult to explain, we quickly figured it would be smart to invite people for a free group consultation and explain the real product there.

FREE GROUP
CONSULTATION

As only a few people were looking for this kind of service via search engines, we decided to use Facebook as the marketing channel. Facebook allowed us to direct our ads to people who might not currently be thinking about the subject, but would be curious enough to find out more.

ALLOWED US TO
DIRECT OUR ADS

We only invested 150€ into Facebook ads, but over 120 people showed up to the free event. Out of those 120 people, 33 made inquiries, a value of 6600€. As we only managed the ads, our cost to the client was 180€. The total Revenue/Cost ratio for the client was 6600 / (150+180) = 20 times (every € spent brought back 20€).

CASE 4

```
( Google Adwords ) → ( E-shop ) → ( Product ) → ( Purchase )
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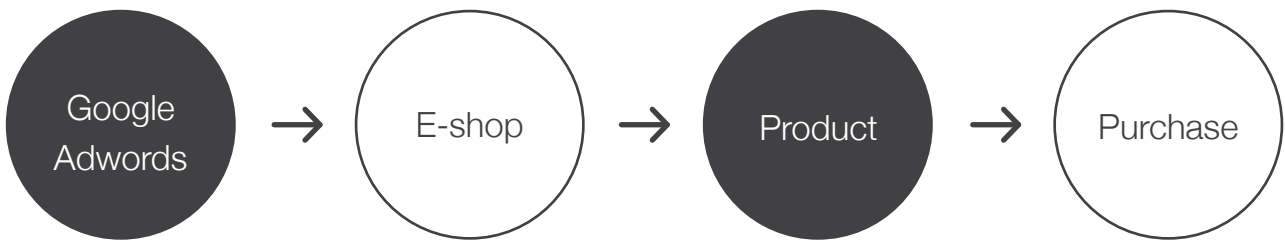
It´s one of the easiest marketing maps out there and is widely used, but that makes it even more important to make sure you put your best foot forward every step of the way. We´ve seen lots of badly managed Adwords accounts or e-shops that scare away most of the traffic brought in with their precious money.

One of our clients was selling flowers. They showed only one generic ad for all of their keywords, which is a common mistake. We changed the ad texts to match exactly what people were searching for. That way, we could also direct them to the landing page of that particular product. (It can be really frustrating when the ad text promises one thing but directs you to different content.)

WE CHANGED
THE AD TEXTS

As some of the keywords were too broad for the needed Revenue/Cost ratio, we started using Remarketing and only showed their ads to people already familiar with the shop. People are more likely to buy from a place they know, so we were ready to pay more for clicks coming from these people. It helped us get broad keywords with a profitable Revenue/Cost ratio.
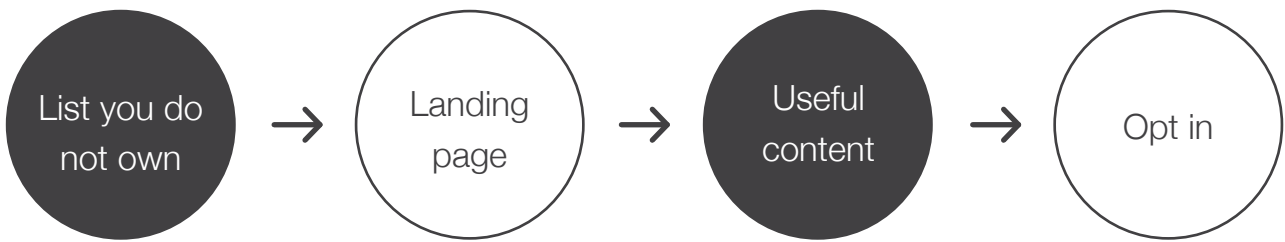
WE USED
REMARKETING

1€ IN = 7,8€ OUT

This year the client has made 7.8€ for every euro invested into Adwords.

CASE 5

```
( List you do  →  ( Landing  →  ( Useful  →  ( Opt in
  not own )        page )         content )
```

We have used email lists that we do not own several times. The most important thing to consider with this model is how to generate positive results for the list and its owner while also getting acceptable results for your own needs. If you can answer that question, people are usually willing to help you out.

Do not send a one-time offer to any list. Instead, use the list to give useful stuff for free in return for leads for your own list. That way, the owner of the list can offer value to his followers which

GIVE USEFUL
STUFF FOR FREE

will benefit him in the long run, and you can build your own reputation and list for future use. Consider this list as "future money" in a marketing map sense. In other words, you can generate revenue from this list later.

We used this kind of marketing map to increase our own client base. At first we wrote and designed a PDF that listed the most common mistakes people make when ordering a new website and gave some advice from our own experience. Then we contacted email list owners in our field and asked them to share the PDF with their followers. They did not have to share it, but because we built mutual respect with our win-win relationship and the material was practical, many of them agreed to do it.

We did not send the material directly to the list, but instead wrote an email with a link to our own landing page where we introduced the content and asked for an email address in exchange for the PDF.

AN E-MAIL FOR
THE PDF

The total number of emails was 12,000, from which 810 people downloaded the material. For us, this meant 810 potential new clients.

There's a good chance you also got this material by first hearing about it on a list we do not own.

CASE 6
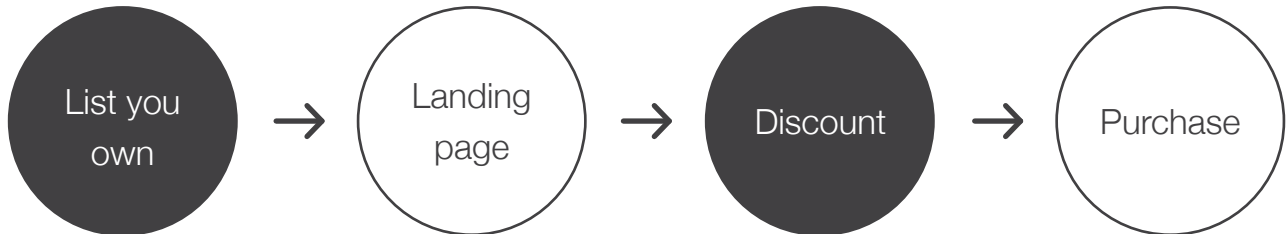
This is similar to the last model, but now you are using your own list to generate revenue via a value offering. Always remember that your list has to have as much (or even better, more) value than you get from the deal. Treat your list as a live audience you have to teach,

WOULD YOU SEND IT
TO YOUR BEST FRIEND?

entertain and sell to. Would you say the same things in public that you are sending via email? Would you send it to your best friend? Also, if you do the same thing over and over again, the crowd will start to exit from your hall.

When you treat your list with respect, you can ask for their business from time to time. One common way for smaller business to use their email list is to send special offers or invite people to participate in their seminars.

CASE 7
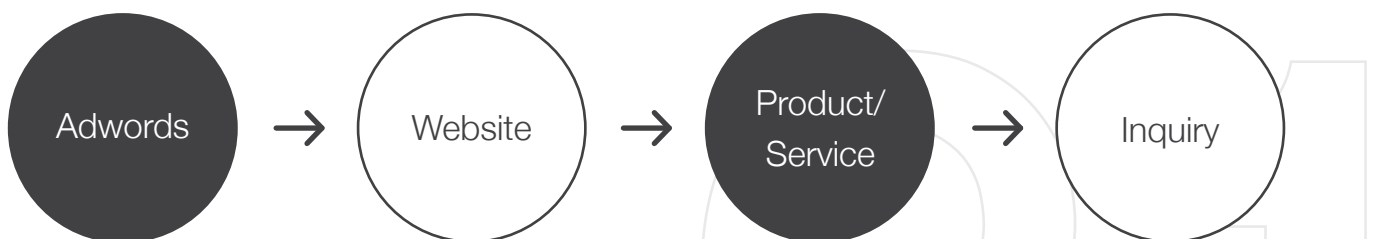
When you offer a product or service that people are well aware of and are searching for it themselves, then Google Adwords (or other search engines) is the place to be.

It is no different from the e-shop selling model, except that it is much more important to make sure you measure your potential revenues here. Usually the transaction does not happen on the same page, so you need to do some manual work to figure out your ROI.

We have found that easy contact forms are good in both a UX and measuring sense. Make sure every page on your website works as a separate

EASY CONTACT
FORMS WORK

landing page, and make it easy to ask questions or make an inquiry from the same page with a simple contact form that also shows the person and email the message is sent to. Then, keep an eye on the cost of inquiry and compare it with the average order value to understand the ROI.

CASE 8

Facebook Ads → Facebook app → Email list → Discount ↓ Purchase
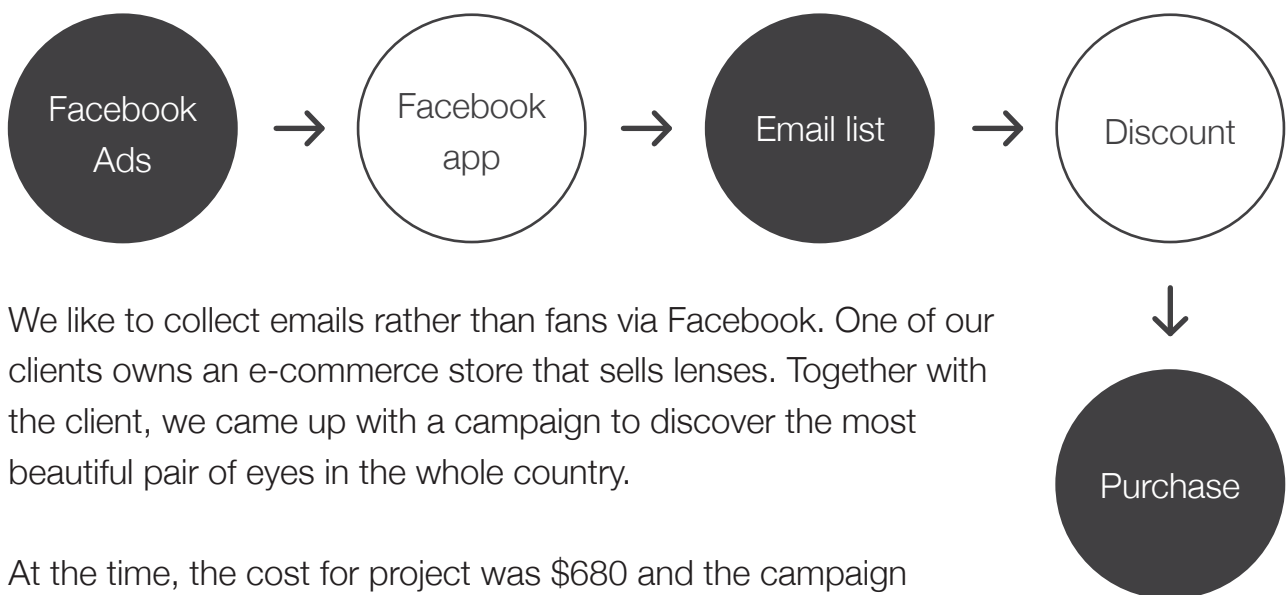
We like to collect emails rather than fans via Facebook. One of our clients owns an e-commerce store that sells lenses. Together with the client, we came up with a campaign to discover the most beautiful pair of eyes in the whole country.

At the time, the cost for project was $680 and the campaign gathered 1167 emails. Our client sent an email to the list with a discounted offer and received 22 orders with an average sum of $30. So, he instantly made back some of the money and now had an email list to send additional offers at no extra cost. The numbers are rather small, but this is a good example of the model.

CASE 9

Facebook Ads → Landing page → Useful content → Inquiry
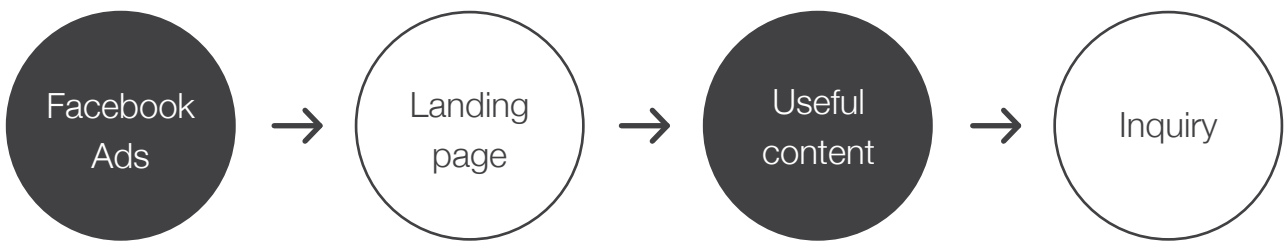
There is also a good chance that you are in the third phase of this model for us :), but it is a win-win situation because you can learn new things and we can get your attention from time to time, which could also lead to a win-win relationship in business. This model has the same requirement as the email list: offer real value. For example, it took us XX hours to put together this PDF you are reading for free.

CASE 10

Facebook Ads → Facebook campaign → Free product → Purchase
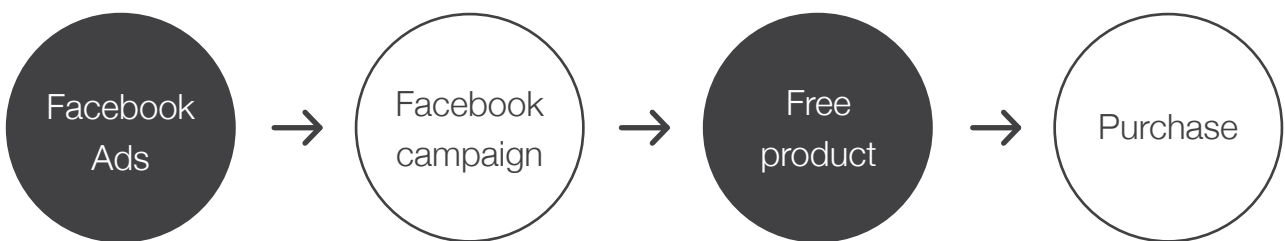
One client of ours started selling frozen yogurts via points of sale and asked for our help to get going. It was a rather new product for the market, so we had to come up with an idea to get people try it. The product was really good, and good things will naturally spread by word of mouth.

We launched a Facebook game where people could pull a lever, and if they got three of the same berries in a row, they received a free portion of frozen yogurt. We

1050 PEOPLE WON
A FREE PRODUCT

wanted the number of total winners to be big enough, so a total of 1050 people won a free product (50 per day). More than 43% of them really showed up and tried it. From there, the product's inherent value took over as the word got out.

In this case, we do not know exact revenue numbers, but with one additional campaign they had over 15,000 fans to talk to via Facebook as well. That's not bad for 4 points of sale.

CASE 11
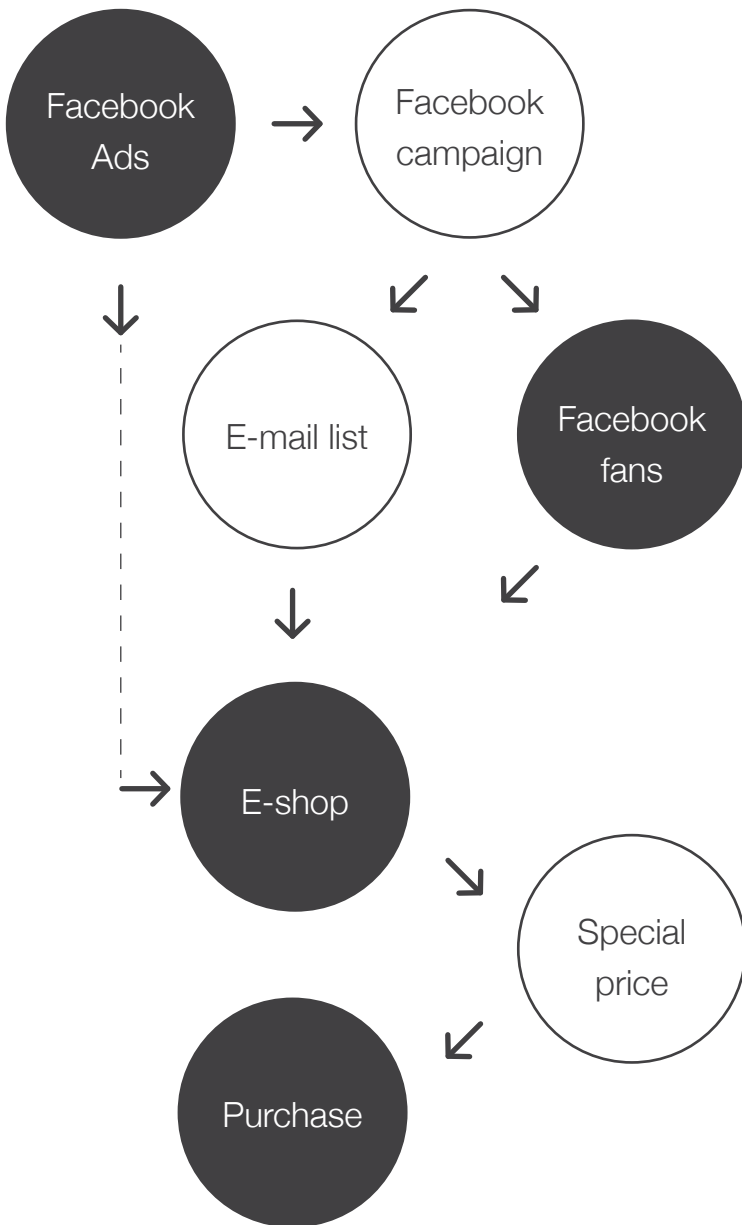
An e-shop turned to us in order to find new clients and increase their revenue. We found out that they already had an email list that was working rather well, but they had implemented Facebook ads the wrong way and did not have a working fan page. Instead, they had a couple hundred fans but did not offer any value to them.

First of all, we changed the structure and the way they managed their Facebook ads in order to generate a better ROI. So in fact, there is another marketing map: Facebook ads - E-shop - Discounted price – Purchase. We fixed the marketing map first so that the ads directed traffic directly to product pages. The budget for Facebook also rose three times because of the better ROI. It is a good idea to put money in from one side if you get more and more out of the other end, right? In our experience, you can multiply your investment with Facebook ads up to 25 times (the normal range is between 7-15 times).

For additional traffic and sales, we came up with an idea for a campaign that would both attract new potential customers and also show different products available at the store. People had a chance to win different products daily by coming back, so we had their attention for two whole weeks.

Our experience shows that it is always wise to collect emails during a campaign so that you can make the offer outside Facebook. This is mainly for two reasons: a) the threat that Facebook would change something (as it does from time to time) that would impact your ability to communicate with your fans, and b) people are expecting entertainment rather than sales on Facebook, and email is more professional in that sense. In other words, offers via email are considered normal. You own your email list, but you can't control what happens with your fan page on Facebook in the long run.

IT IS WISE TO **COLLECT EMAILS**

As a result, our client had 17,654 fans and 13,145 emails that it still uses a year later in order to generate additional revenue. Two months after the start of the campaign, the R/C ratio was already 5, but every subsequent post or newsletter has continued to increase it.

17 654 NEW FANS **AND 13 145 EMAILS**

CASE 12

Recommendation from someone you trust → Inquiry / Purchase
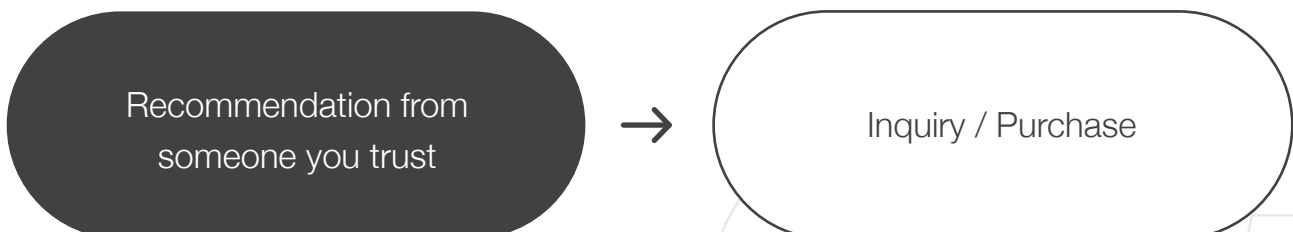
Nothing works better than a recommendation from a person you trust, so we believe that this model is still the most powerful. But how do you make it work? Always give your best, no matter what happens. Things don't always work out as planned, but you can always choose the way you deal with it. Leave people happy no matter what.
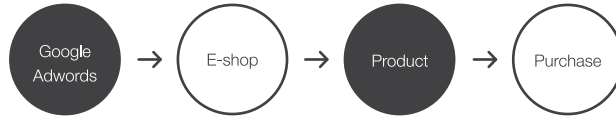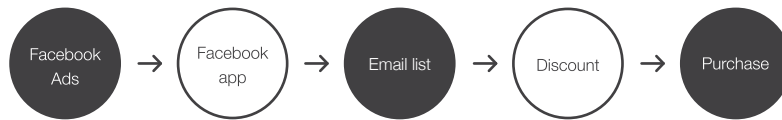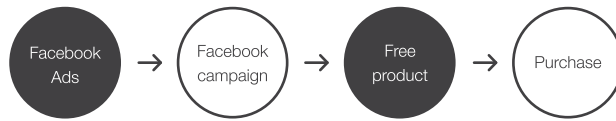
CASE 1 Facebook Ads → Special landing page → Limited time offer → Inquiry

CASE 2 Forums / Organic search → Webpage → Informative content and quality service → Inquiry

CASE 3 Facebook Ads → Website → Discount → Inquiry

CASE 4 Google Adwords → E-shop → Product → Purchase

CASE 5 List you do not own → Landing page → Useful content → Opt in

CASE 6 List you own → Landing page → Discount → Purchase

CASE 7 Adwords → Website → Product/ Service → Inquiry

CASE 8 Facebook Ads → Facebook app → Email list → Discount → Purchase

CASE 9 Facebook Ads → Landing page → Useful content → Inquiry

CASE 10 Facebook Ads → Facebook campaign → Free product → Purchase

CASE 11 Facebook Ads → Facebook campaign → E-mail list / Facebook fans → E-shop → Special price → Purchase

CASE 12 Recommendation from someone you trust → Inquiry / Purchase

TRY IT OUT

Now it is time to draw some of your own maps on paper. It will be much easier to come up with and measure plans when you already know what you want to test out. Take out a paper and a pencil and give yourself at least half an hour to draw your current marketing maps, so that you can come up with new ones later on. Don't worry, these don't need to look perfect. They will give you a better perception of your channels, as you can't measure what you don't know.

FB → EMAILS

REVENUE
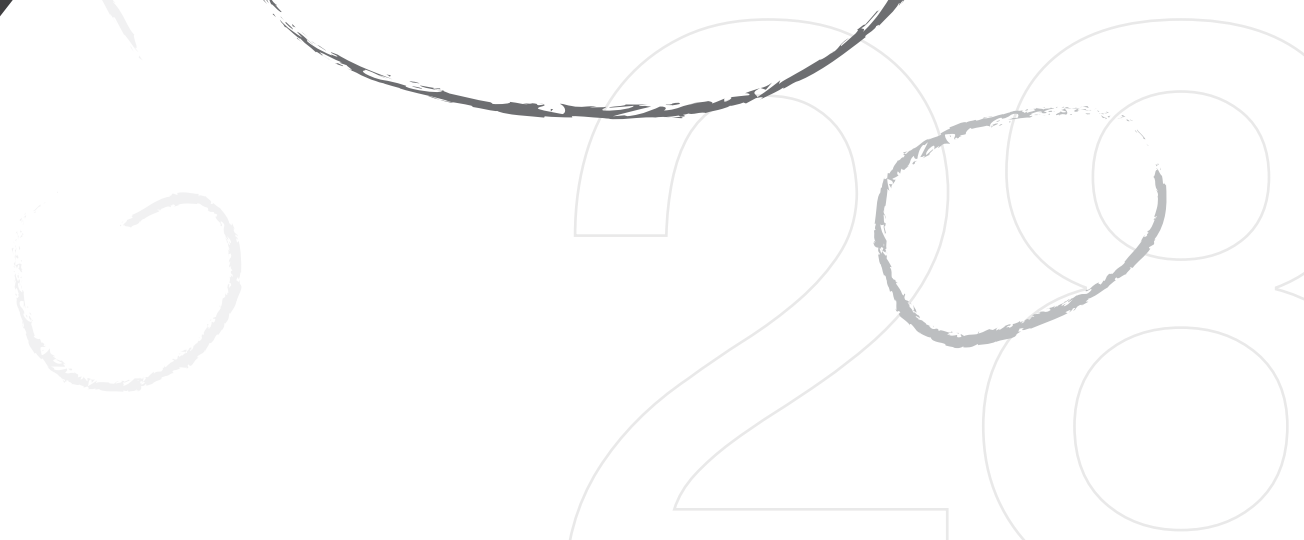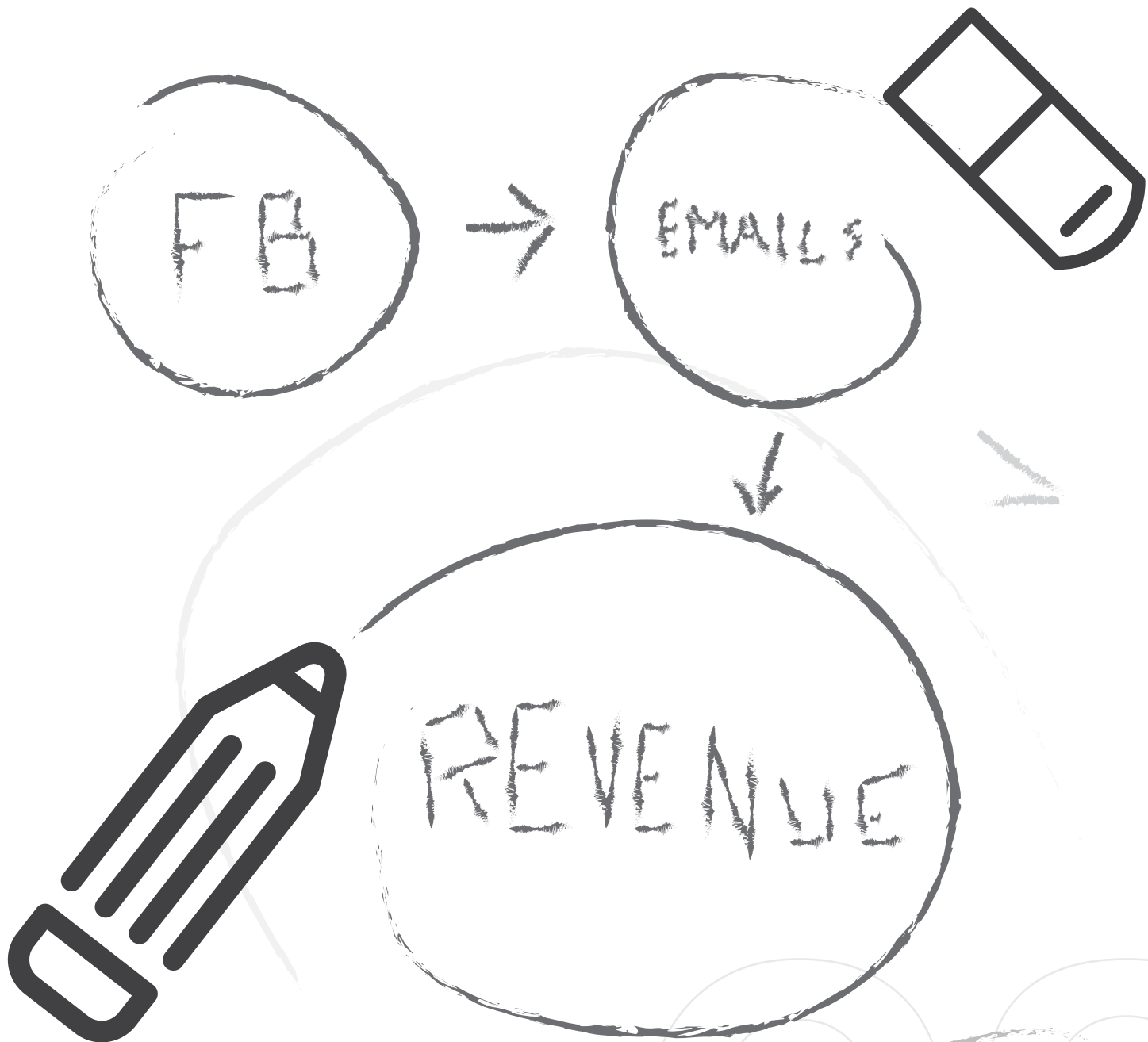
MEASURING

TAKE THE MOST
OUT OF THE TIME

I hope you have drawn your current marketing maps on paper, because it is the only way to get the actual benefits from this report. Get the most out of the time you are investing in reading this and play along.

We need to take one more step. We need to measure the outcome from each of the steps in our current and future marketing maps. Why? Because we need to answer the most important question:

How much money are you putting in at one end and how much more is coming out of the other?
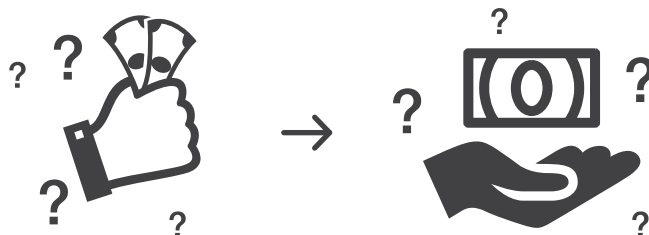
You need to know and do two things that will give you 90% of the result:

1. Your Google Analytics must have goals that you can put a value on.

2. You need to track your campaign links.

A COMPLETE
OVERVIEW

Stay with me; the first one only has to be done once, but it will give you lots of valuable information. The second one will take 30 seconds to do when you get used to it. What will you get when you do these two things? A complete overview of your most important channels with real numbers. In other words, you'll be able to see your most important models. Both of those steps help us answer these important questions about your business:

1. Where is your money really coming from?

2. How well is your marketing budget invested? In other words, are your marketing maps generating income for you?

For example, let's look at this graph:
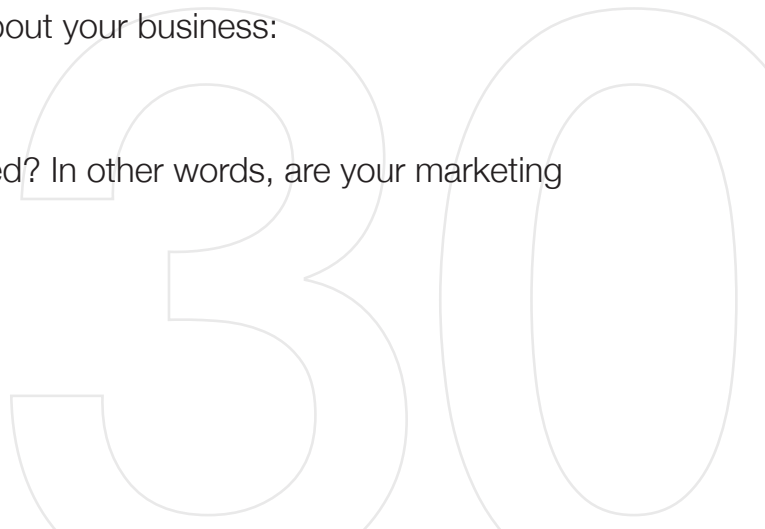
	Acquisition			Behavior			Conversions			All Goals ▾
	Visits ↓	% New Visits	New Visits	Pages / Visit	Avg. Visit Duration	Bounce Rate	Goal Completions	Goal Value	Goal Conversion Rate	
	2,345	74.58%	1,749	4.29	00:04:19	33.35%	50	$0.00	2.13%	
auto24 / tekst	1,102			4.43			4			
google / organic	496			3.88			22			
google / cpc	232			4.72			10			
(direct) / (none)	182			3.88			5			
foorum.clubmb.ee / ref...	82			3.41			0			
neti.ee / referral	60			5.15			2			
foorum.audiclub.ee / re...	54			4.67			6			
foorum.bmwclub.ee / r...	52			4.83			1			
foorum.volvoclub.ee / r...	25			6.04			0			

There are three columns (you can see the same thing on your Google Analytics account, under Acquisition and Overview) that show where your visitors came from, how many pages they visited and how many of them ultimately made inquiries. The goal of the page is to generate as many inquiries for the owner as possible, so we need to determine which of the channels are worth the time and money to work with.

Looking at the numbers, I can see a couple of things:

1. Buying ads on Auto24.ee (a local online car market) will generate a decent number of visits, but the number of inquiries seems really low. We know the price of the ads and the revenue from an average inquiry; is it enough to keep the numbers in green? Of course, it is always smart to look at a longer period of time; some of the people who visited the site while the campaign was active, might come back later (sometimes a couple of months later) and make an inquiry then, so the number might rise and the campaign might actually be successful.

2. This client wrote a lot of articles at once before the site went live. As we can see, it generated 22 inquiries in the

LOOK AT A
LONGER PERIOD

chosen period. He has not written anything new in the last year (articles do not have dates on them as blog posts usually do, so time does not work against you), but it is still working rather well. If he calculated the time he spent writing (using Toggl, for example) and compared it to the amount of inquiries it generated, he can clearly see whether it has generated money for him. So, how do we proceed? We should look at some of the keywords people used in searches. Which of the keyword-related subjects are still not addressed on the website? Which current articles are most popular? Would people like to read about those topics in even more detail?

3. Several auto forums are bringing in traffic because the owner of the business has answered questions from other users. The number of visitors is not great, but it is steady. The most important question is: Why is he getting almost all of his inquiries from one forum if he spends time on all of these forums? We can see that visitors from the Volvo forum visit the most pages but have not made a single inquiry. Why might that be the

DESISION MADE
ON NUMBERS

case? Is it because the homepage does not have enough information about services for Volvo owners, or is it something else? Either way, it seems that investing time in the Audi forum, which generated 6 inquiries in the chosen time period, is the most useful. Decisions should be made on numbers, not on gut feelings.

So, how can you analyze your current marketing maps and how can you decide if the new ones are working for you or not? Let's start with Google Analytics and Goals.

GOOGLE ANALYTICS AND GOALS

Here we have to look at a standard website and an e-shop a little differently. A website´s goal is usually to get an inquiry or at least a lead. We can count the number of times anyone has done this, but the value of the deal comes from averages we calculate over time. For an e-shop, Analytics can measure the exact revenue from different sources, which makes it easier to compare your expenses and revenues.

REVENUE FROM
DIFFERENT SOURCES

Let's start with your website and its goals. You can pretty much create a goal out of everything (PDF downloads, time spent on the website, joining your email list, etc.), but the most important one you need to know is URL destination. In other words, you can measure how many people are visiting a certain page on your website. How does this help? You can measure visits to your Thank-you pages.

You only need to make sure that your contact form is directing people to a Thank-you page when they click the Send/Submit button. **Make sure that your website developer:**

a) creates a Thank-you page you can edit, and

b) creates the re-direction to the Thank-you page.

You can do other things from Analytics by yourself later.

Now you have a working Thank-you page with a specific URL, and people who fill out your contact form are directed to that URL. The thing with the Thank-you page is that your visitors cannot reach that specific URL any other way except by filling out the contact form and clicking the Send button, so we can be rather certain that all visitors reaching this page have completed the goal we

You need a little more help when you have an e-shop. Send this link to your IT guys and ask them to create the needed changes on your website: https://developers.google.com/analytics/devguides/collection/analyticsjs/ecommerce

want to measure (in this case, an inquiry).

To let Analytics know that we want to see visits to that page as a Conversion on our reports, we need to create a Goal on the Admin side. Log in to your Analytics and open the Admin view and Goals section.

In addition, you can use the Thank-you page to give more useful information to your potential customers. Remember to always aim for conversion by offering additional value.

If you have not created any goals yet, it's ok if the list is empty. Proceed by clicking the "Create a Goal" button. You will end up on a page like this:

Choose Destination as the type of goal, which is exactly what we need. Click Next Step for details.

Here you need to enter the URL (without the domain) of the Thank-you page into the field. When your URL has been in place for at least couple of days (and also visited a couple of times), you can verify it by clicking on the "Verify this Goal" button. Nothing happens when it is all still new.

And that's it. From now on you can see how many inquiries you have received during a certain period and from which channels.

TIP: You should have different landing pages for different forms to differentiate the results. For example, some of our clients have "Ask a question" forms and also longer forms for getting a quote; we look at traffic channels and goal values separately for both forms.

Also, when you have the same "Ask a question" form on every product page, you can see from which page the question was sent by clicking "Reverse Goal Path" under the Goals tab. The last step should be the URL of the Thank-you page, but the next one is the URL the form was submitted from.

TRACKING YOUR CAMPAIGN LINKS

HOW TO TRACK
CAMPAIGN LINKS

The second thing you need to learn is how to track your campaign links. The problem with Analytics is that it shows you your source of referrals but not the exact URLs from where the click was made. It is not a big deal if you have only one possible way to get clicks, but this is usually not the case.

For example, you can get clicks from Facebook fan page posts, banner ads from the right sidebar or campaign pages (applications). So, we need a little more specific information about the source in order to make effective decisions.

WHICH AD
GENERATES SALES

The same is true with different media sites that sell banner ads. It is smart to test out different slots with different pictures and messages to find out which one works the best rather than just calculate the total number of clicks from all the ads. Maybe only one of the ads generated sales?

So, how do we get all of this information? As I told you before, it might seem a bit daunting at first, but you will get used to it. Then it will only take 30 seconds of your time and will give you highly valuable information in return. Do yourself a favor and learn to use it.

Tracking

First of all, a tracked link has some parameters next to the original URL that Google Analytics can read and make sense of. These parameters are:

0. URL – e.g., www.laviimarketing.com

1. Source – e.g., facebook

2. Medium – e.g., post or banner

3. Term - keyword, usually needed when you don't use automatic tracking on

Adwords or use other search engines' ads.

4. Content – e.g., pictureofproduct or pictureofwoman

5. Campaign – e.g., christmasspecial

The result looks like this:

www.laviimarketing.com/?utm_source=facebook&utm_medium=banner&utm_content

=pictureofproduct&utm_campaign=christmasspecial

All the important parameters for Analytics come after the question mark:

utm_source=facebook

utm_medium=banner

utm_content=pictureofproduct

utm_campaign=christmasspecial

TIP: search url builder
to find the tool

Google has a tool called URL builder that is really helpful. You can find it here:
https://support.google.com/analytics/answer/1033867?hl=en

You can enter all the parameters and then click Submit for the link you need to use.

SO HOW DOES **IT WORK?**

How does it work? Whenever you use a link to your website or a landing page outside your own, always use the link with parameters instead of the usual one. That way, Analytics can track exactly which click the visitor has come from. Was it the ad with the picture of the product, the picture of a beautiful woman, the message with the amount of money a user can save, or the percentage he can save, etc.?
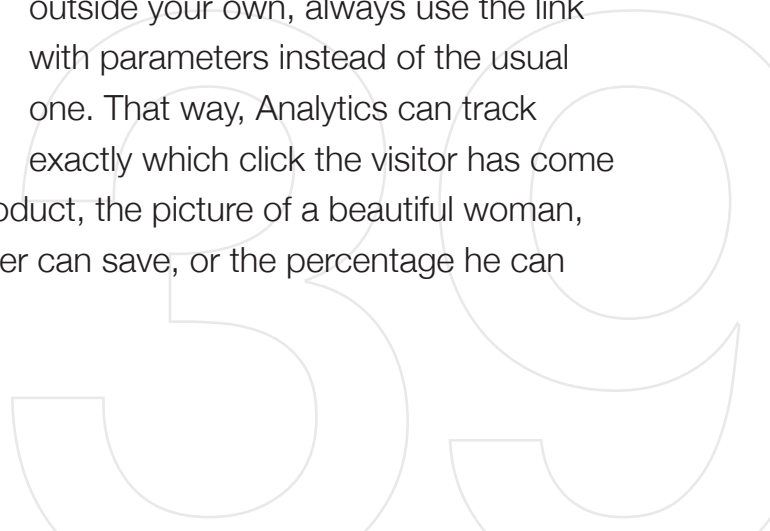
Some important things to think through before starting:

1. Analytics distinguishes small and capital letters. I suggest that you always use small letters. It can create a problem if Analytics shows "Facebook" and "facebook" as different sources.

2. Think through the system before you start. Yes, I know that practice is the best teacher, but take two minutes to plan. Source, Medium and Campaign are mandatory fields, and it is smart to think how you will use them so that all of your links follow the same system. Source is the name of the page and should not be confusing. Medium could be used differently; I've seen people use it to differentiate banners, for example (header banner, sidebar banner, etc.), but this makes it a bit harder to

MEDIUM COULD BE **USED DIFFERENTLY**

analyze results between all Cost-per-Click campaigns and banner campaigns. I suggest you keep things simple: divide Medium between your main types of ads (cpc, post, banner, article, etc.) and use Content to differentiate these forms. For example, when your Medium is banner, you can use Header or Sidebar as Content. This also makes it possible to analyze Header and Sidebar ads from different sources. Your Campaign name should make it easy to analyze one campaign through all the different sources and mediums, so use exactly the same name for all the related links within one campaign.

Small test

Try it out right now and create some links. My answers are on the page 43; don't peek! Here's the situation: you have a campaign where all your electronic devices are 20% cheaper for a week. You plan to a) make a post on your Facebook fan page, and b) create two ads for the sidebar using two different pictures, one with a picture of a TV and another with a mobile phone. Create all the necessary links!

LOOKING UP YOUR TAGGED LINKS IN ANALYTICS

🔍

Now you know how to track your links, but how can you benefit from this? We need to log in to Analytics once again. On the left side menu you can find the Campaign tab; click on it. From here, all your tracked links are shown. If you are doing an Adwords campaign and you use automatic tagging, you should also see the name of your Adwords campaign here.

How can you make the most of your tagged links? You need to understand and use two things:

1. Choose the parameter you want for your table (Usually it is source/medium).

2. Look up a second parameter from the Secondary Dimension tab. You can choose all of the parameters as secondary dimension (usually it is campaign or content).

Example

Now we want to see how our Campaign message looks on Facebook. At first, we see all the numbers for our campaign "electronicsminus20". Let's assume that we have

WAS THE ROI
SATISFYING?

used the same campaign name on other sources as well, so we would like to see all of the Sources instead. We have to click Source from the top menu for this to happen. Because we used two different Mediums, let's choose Source/Medium as our dimension. We can click on Secondary Dimension and look up Content as our last filter.

Now it is possible for us to see all our tagged links. Facebook is the Source for each of them, one has a post as Medium and others have cpc. These are divided by different Content names: tvpicture and mobilephonepicture. We can also see how many times each of the links (banners) were clicked and how many sales they brought. Was the ROI satisfying?

LET IT SINK IN
FOR A MOMENT

If you are still with us and thinking alongside us, you have done a really good job. Let it sink in for a moment. When you understand how to take a simple helicopter view of your marketing map and how to measure the simplest things, i.e. cost and revenue, you are likely to be ahead of most of your competition. Act on real numbers, not on your gut feeling, and you'll save money that can be used for reinvestment in your business or on your family.

How I would do it:

www.yourdomain.com/?utm_source=facebook&utm_medium=post&utm_content=firstpost&utm_campaign=electronicsminus20

www.yourdomain.com/?utm_source=facebook&utm_medium=cpc&utm_content=tvpicture&utm_campaign=electronicsminus20

www.yourdomain.com/?utm_source=facebook&utm_medium=cpc&utm_content=mobilephonepicture&utm_campaign=electronicsminus20
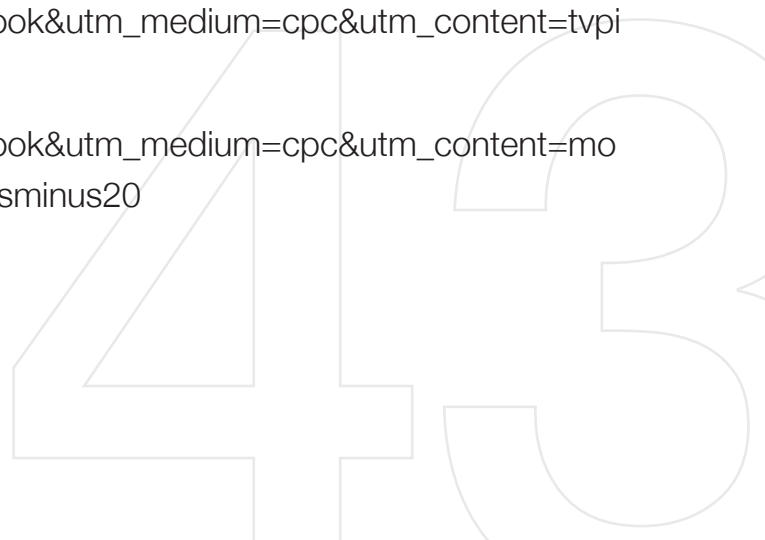
MY MARKETING MAP

TRAFFIC SOURCES

Monthly costs

↓

Medium

+

↓

Its main purpose

↓

My offer (how it differentiates)

↓

My sales process

↓

What is the revenue from each channel

R/C ratio
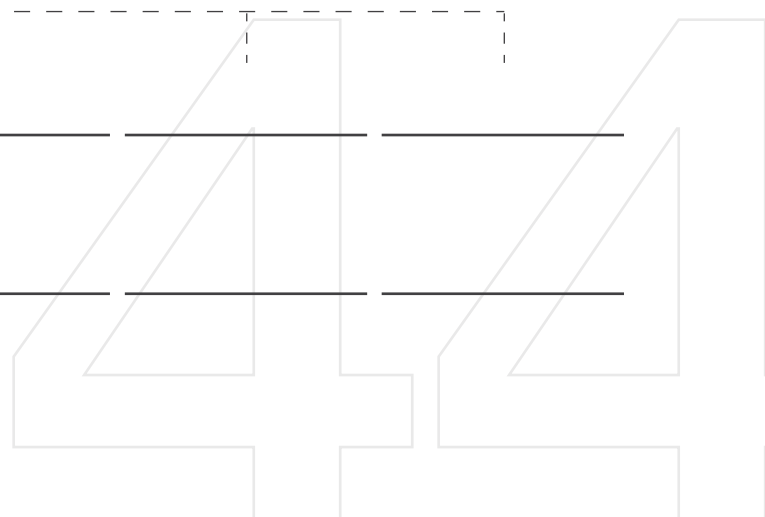
TEST YOURSELF

Can you answer the following questions?

1. What is a Marketing Map?

2. What is a Revenue/Cost ratio?

3. Which cost-per-click campaigns are most efficient?

4. How many parts does a Marketing Map have?

5. Name at least 3 things that can make your offers more successful.

6. Name at least 5 channels for generating traffic on your landing page.

7. Name at least 3 mediums you can use as a landing page.

8. Name at least 3 soft KPIs.

9. Name the 2 most important KPIs for evaluating marketing results.

10. Why do you need to set goals?

11. Name at least 3 common marketing problems that companies face.

If you can easily answer those questions, we congratulate you! You are now a strategic marketer, and not many people can make that claim.

HOW CAN WE BE MORE USEFUL TO YOU?

Contact us if you wish to increase your sales and find new clients. We can discuss possible strategies and how Lavii could help you out.

We wish you successful marketing,
Timo Porval and Henri Palmar