5 Easy Tips to Track ROI for your Marketing Campaigns

TIME IS MONEY

Ensure your team has the tools in place to properly understand the time goes into creating concepts and content. It is as important to track internal time as it is to track the time spent by external resources. Time tracking apps and browser extensions are a great way to do this.

INTEGRATIONS

Take the time to ensure your team is taking advantage of integrations for tracking and attribution. These come in many forms and differing levels of complexity. A good example is the integration between Google Adwords and Analytics. This is a simple change that can provide valuable data for your team.

OUTSIDE THE BOX

Not all effects of campaigns can be easily measured. Be sure to work with your sales team to monitor an increase in familiarity or awareness. Increased industry chatter and reach-outs can also be attributed as a positive for campaign ROI.

DO THE MATH

Spend time to build a solid attribution model that works for your team. This can be a simple last touch attribution model, or a more complex multi-step model. The key is to start simple and improve your model over time.

SOCIAL MOVES

If you are investing in influencer marketing, it can be hard to measure success. One great way to start understanding the impact is to pay attention to social media analytics. Sometimes these efforts can provide a big post in Brand awareness that will pay off down the road.

SUNNY DIRECT™

We are an end-to-end marketing supply chain company with over a decade of experience in creative, logistics, and everything in between.

Engaging People

Engagement isn't just about finding new customers — it's also about understanding the ones you already have.

Delivering Results

From brainstorming through transport, our team will work tirelessly to make every step of the supply chain as productive — and efficient — as possible.

Exceeding Expectations

Every business has goals. Ours is to make sure you do more than just reach yours.