

BUSINESS GOALS

AWARENESS



SALES



RELATIONSHIP



MARKETING GOALS (KPI)

WEBSITE

Pageviews, Search Rank

FACEBOOK

Followers, Reach, Impressions

TWITTER

Impressions, Retweets, Mentions & Profile visits

WEBSITE

Google Analytics Goal Conversions*

FACEBOOK

Conversions-to-clicks, click-thru rate

TWITTER

Link clicks

WEBSITE

Repeat visitors, length of visit, social shares

FACEBOOK

Engagement, comments, clicks, shares, likes

TWITTER

Retweets, mentions

PRO TIP

Set up your goals in Google Analytics early on, then you can reverse engineer your successes (& failures) to hone your strategy.



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marketing + business consulting