

# The New Marketing in the Social Media Age

## **Lesson 5:** Measuring Your Return on Investment

*Presented by Peter Coish, President, KURATION, Inc.*



# Today's Lesson

- Recap of yesterday's lesson/Questions

# Yesterday's Lesson

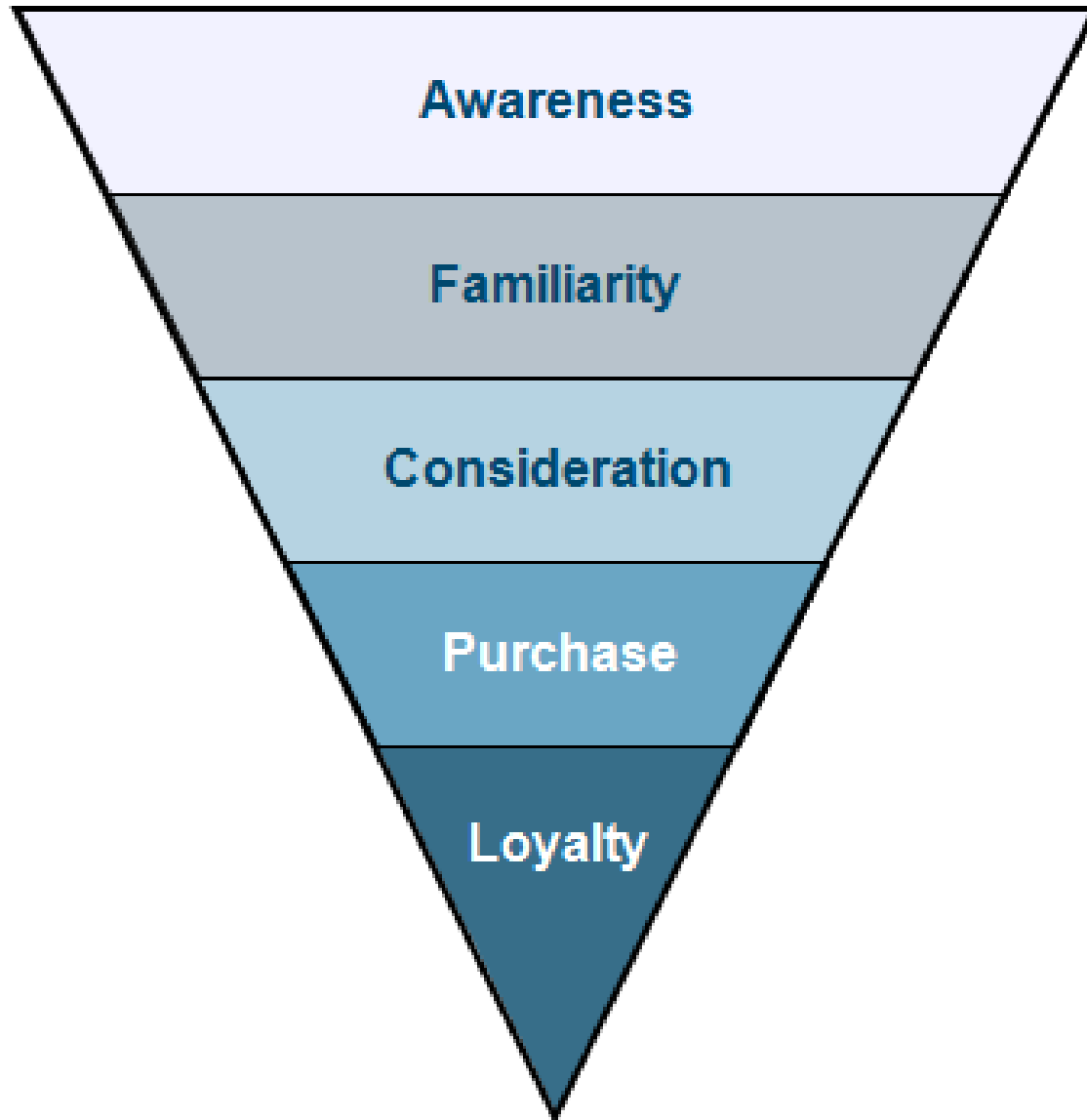
- No matter how good your content, you still need to push it to your audience
- Three ways to build an audience for your content:
  - Earned
  - Owned
  - Paid
- Earned media coverage, while hard to get, is the most valuable

How do you measure the results of  
your Content Marketing program?



Be patient

Different people reading your content will be in different places on the path to purchase





What are the types of content metrics?

Consumption  
Metrics

Lead Generation  
Metrics

Sharing Metrics

Sales Metrics

Consumption  
Metrics

Lead Generation  
Metrics

Sharing Metrics

Sales Metrics

How many people viewed, downloaded or listened to this piece of content?

# Common Consumption Metrics

- Page views
- Time on site
- Bounce rate
- Video views
- Document views
- Downloads

# Google Analytics



Primary Dimension: [Page](#) [Page Title](#) [Other](#)

Plot Rows: Secondary dimension Sort Type: Default

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	61,146 % of Total: 100.00% (61,146)	50,137 % of Total: 100.00% (50,137)	00:01:16 Avg for View: 00:01:16 (0.00%)	34,986 % of Total: 100.00% (34,986)	78.91% Avg for View: 78.91% (0.00%)	57.22% Avg for View: 57.22% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. Top Ten Amazing Places Announced - Explorers' Edge News	5,848 (9.56%)	4,600 (9.17%)	00:01:53	4,583 (13.10%)	82.04%	75.46%	\$0.00 (0.00%)
2. Spring Moose Encounters in Explorers' Edge - Explorers' Edge Attractions, Outdoor Adventures	3,548 (5.80%)	3,369 (6.72%)	00:03:07	3,293 (9.41%)	93.02%	91.26%	\$0.00 (0.00%)
3. Mountain Biking in Ontario's Cottage Country - Explorers' Edge Attractions, Outdoor Adventures	2,974 (4.86%)	2,722 (5.43%)	00:02:44	2,669 (7.63%)	89.93%	87.36%	\$0.00 (0.00%)
4. Resorts, Inns & Cottage Resorts - Explorers' Edge Accommodations	2,487 (4.07%)	1,854 (3.70%)	00:02:02	1,816 (5.19%)	80.56%	68.88%	\$0.00 (0.00%)
5. The Ice Trail at Arrowhead Provincial Park - Explorers' Edge Attractions, Outdoor Adventures	2,144 (3.51%)	1,683 (3.36%)	00:02:39	1,674 (4.78%)	74.28%	72.90%	\$0.00 (0.00%)
6. Welcome to Explorers' Edge	2,113 (3.46%)	1,658 (3.31%)	00:01:26	1,301 (3.72%)	42.28%	35.92%	\$0.00 (0.00%)
7. Spas Archives - Explorers' Edge	1,965 (3.21%)	1,443 (2.88%)	00:00:35	1,276 (3.65%)	53.68%	48.40%	\$0.00 (0.00%)
8. Happy Kids in Winter! - Explorers' Edge Arts & Entertainment, Attractions, Events, Outdoor Adventures	1,610 (2.63%)	1,512 (3.02%)	00:02:41	1,509 (4.31%)	92.45%	91.30%	\$0.00 (0.00%)
9. 2015 Spring Fuel & Fun Package! - Explorers' Edge	1,540 (2.52%)	1,209 (2.41%)	00:01:05	1,066 (3.05%)	49.81%	45.06%	\$0.00 (0.00%)
10. Attractions Archives - Explorers' Edge	1,403 (2.29%)	1,193 (2.38%)	00:00:43	1,004 (2.87%)	60.06%	54.88%	\$0.00 (0.00%)

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# Facebook Insights

Overview

Likes

Reach

Visits

Posts

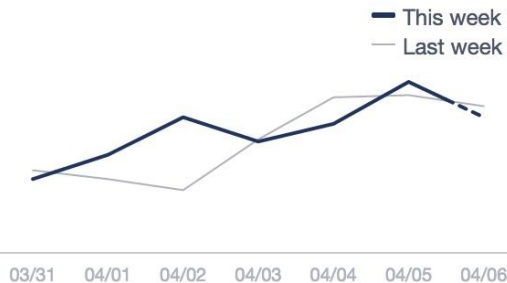
People

Showing data from 03/31/2015 - 04/06/2015

## Page Likes

**67,966** Total Page Likes  
▲0.6% from last week

**384**  
New Page Likes  
▲7.9%



## Post Reach

**654,375** Total Reach  
▲37.7% from last week

**653,098**  
Post Reach  
▲37.9%



## Engagement

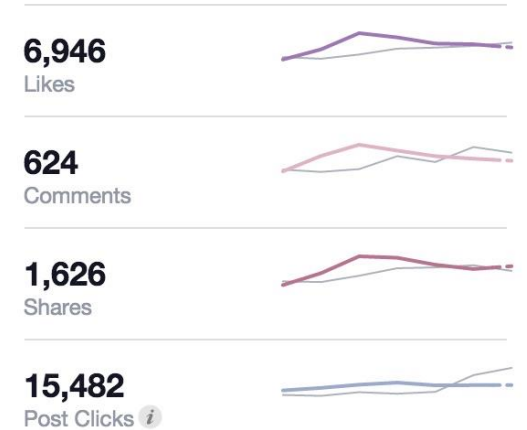
**14,216** People Engaged ⓘ  
▲19.4% from last week

**6,946**  
Likes

**624**  
Comments

**1,626**  
Shares

**15,482**  
Post Clicks ⓘ



Consumption  
Metrics

Lead Generation  
Metrics

Sharing Metrics

Sales Metrics



Consumption  
Metrics

Lead Generation  
Metrics

Sharing Metrics

Sales Metrics

Consumption  
Metrics

Lead Generation  
Metrics

Sharing Metrics

Sales Metrics

Questions?