

The Numbers to Know- Marketing Analytics

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Have you ever wondered if your social media marketing and website are driving conversions and strengthening your brand presence? Understanding your analytics is key in today's internet based world. Customers are connected 24/7 and more than 80% of all users are on a hand held device. Knowing what your insights and analytics mean is crucial for today's business growth.

Let's review the basics in these three key areas: Website, Facebook and Mobile App.

WEBSITE: Our goal is for customers to find what they are looking for quickly and drive enrollments. Your site should also be interesting enough that it becomes "sticky" - keeping people looking at a few more pages than they intended to visit.

Review your monthly analytics report from your webhost (request this if you are not currently receiving it). You can use Google Analytics, but most people find the free report from their webhost much more useful.

Top 5 things to review:

Who: Unique Visitors- (refers to new visitors within a 6 month period)

Of Visits (returning IP addresses + number of visits)

- Person A visits 1 time- Person B visits 5 times = 2 unique visitors but 6 total visits.

These numbers represent your audience size and prospects who visited your site. As you expand your marketing efforts, this number should grow, showing the success of your marketing driving people to your website.

Where: Pages- How many pages and how deep did they go? See image for # of pages

Pages-URL (Top 25) - Full list - Entry - Exit				
22 different pages-url	Viewed	Average size	Entry	Exit
/	3,116	4.73 KB	2,236	1,370
/swim.html	456	3.92 KB	56	243
/tumbletramp.html	269	4.61 KB	19	93
/gymnastics.html	254	4.57 KB	16	65
/kampkid.html	231	3.55 KB	37	112
/juniorgymnastics.html	215	3.73 KB	24	71
/contact.html	201	2.85 KB	29	104
/dance.html	179	4.15 KB	15	53
/urbangym.html	160	2.85 KB	8	50
/about.html	149	5.38 KB	16	61

- Your top 25 pages visited will indicated what your visitors were most interested in. Pay attention to see if your enrollment into those programs also corresponds with where they are on the list. If 456 people visited your swim page in May but only 200 registered that month- what were more than ½ of the people looking for that your page didn't give them? Each page should have your "Why" along with a one click call to action button, video or picture, hot links to staffing, testimonials, and FAQ's.
- If your marketing campaign is driving boy's gymnastics - you should see a significant increase in visits to your boy's page.
- Make a goal to update one of your top pages every month this year to ensure current/fresh information is available at all times.

Why: Downloads- This tells you what information was important enough for them to download. Review this list often. Is it something that you can put in a faster/user friendly format? Have you tried to open it personally on your phone to see how long it takes? The column marked 206 Hits on this report

indicated partial downloads. Think about keeping these files simpler for easier downloads. Graphics are great, but remember most people are opening these pages on their phones.

What: Keyphrases/Keywords indicate how they searched for your site. Work with your webmaster to ensure that you are maximizing your SEO by loading in keywords. The better your branding is, the more your direct name will show at the top of this list.

How: Links for external pages, under the origin category, will show how many people came from your social media pages to your website. This will validate the success of your social media marketing as a direct driver for conversions. For example: My site had 17.8% of the website traffic come from Facebook. We were very happy with this number and will continue to try and drive more traffic through to our website for information and registration opportunities.

Remember your website is an employee that is working 24/7/365 interacting with your customer. If you are not tracking your user interactions, then you are missing one of the fastest growing opportunities to learn from your customers.

FACEBOOK

The average person is on Facebook 50 minutes per day and this number is rising by 10 minutes/year. Using social media to gain awareness, strengthen your brand and drive conversions is a key part of today's marketing. By 2019, digital marketing is forecast to top \$100 billion, and your digital marketing budget will continue to add up. Let's make sure it's money well spent.

Here are a few tips to help you understand your social media presence:

Facebook Insights are a very useful tool and they have made it simple by sending you this report weekly. It is also available under the gear wheel icon. By using Insights you'll be able to determine the best time of day to post, the best day of the week to post and what type of content is most popular.

Likes: Learn as much as you can about your audience.

- Click "Likes" to see demographics; age, location, and gender. Is this who you are trying to reach?
- Search by "Unlikes." Who left that week and what did you post? Watch for patterns here.

Growth and reach should increase monthly by posting interesting, engaging and relevant content for your target audience. Here are a few of our favorite sources for material:

Educational	• JAG Blog, Gold Medal Mom, Flogymnastics, Allgymnastics.com, Gymgabblog
Relative/Humor	• Onlyinyourstate.com, Scarymommy.com, Popsugar.com, trending
Inspirational	• JAG, Pinterest, Follow Other Gyms
Promotional	• This is your WHY • What sets you apart

Virality of Posts: Once you are in your Insight, click on posts. These are sortable graphs and great for "click & learn" to see what posts resonated with your audience. Find your top posts and which posts had the most engagement then boost or create ad campaigns from this information.

The great thing about a boosted post is that you can throw very little money (or a lot of money) and stop the boost at any time if it is not performing. The difference between an ad and a boost is this; if you want a simple way for your post to be seen and engaged with by more of your audience, you should try boosting it. If you are looking for advanced targeting and customization, Facebook ads are the way to go. Just remember to always create or view your ad on a mobile device, using FB ad manager because that is where 90% of people will be opening it.

Videos: These are by far the #1 most viewed post. Ensure that the first 3 seconds are highly engaging as you can see the results of average competition can be relatively low if it is over 1 minute in length or off to a slow start. Show your coaches the results of video insights. Have a “Spielberg” contest to see whose video post can get the most views that month- give movie tickets as a prize. Remember, your Facebook presence is like being at a dinner party. You want to know who is there, keep the conversation engaging and interesting and have everyone go away talking about what you said or brought to the party! Tracking your insights will help keep you informed and current in the social media marketplace.

MOBILE APP- As we know, being able to do any task on your phone is now expected. An app makes purchasing from you easier for your customer, but how do you know if it’s working? Let’s review what to look for with advice from Ty McDowell, Mobile Inventor, a leading app developer.

Downloads: Let’s start with the who, where and why

- Are people clicking from the pop-up on your website to download the app?
- How easy is it to find and how quickly does it install?
- Are we effectively marketing the app and its value?
- How much space is it taking on their phone- is it valuable enough for them to keep?

The number of downloads should grow monthly to indicate all of the above are working together to drive app awareness. If your app is useful to your customers by improving communication and ease of purchase, the returning number of users will also continue to increase along with the number of active users.

One of our favorite statistics available on the app is In-App Enrollment by Month or by Day. This shows us several critical things:

- Which programs are using the app the most to register (used more by a specific dept?)
- How well our program’s specific marketing campaigns are resulting in conversions
- Effectiveness of our corresponding push notifications

Along with the feature views, which show an overview of exactly where and how the app was accessed by our customers, this immediate/real time data helps us adjust our marketing and communication to customers more effectively.

Adding statistics to our list is not just one more thing to do but a way to see how to improve on jobs we are already doing! To quote Edward Tufte, “If the statistics are boring, you’ve got the wrong numbers.” Learn to love your numbers as they will lead you to a much higher return on investment in so many areas of your business.

About the Author

From teaching the neighborhood kids .25 cent private lessons at the age of 13 to building Peak Kids- a multi-sport center in Utah, Mardi O Bray has always believed in sharing her passion.

A successful entrepreneur (also owner of 3P Competition Series and Persnickety Popcorn) Mardi is part of the 3rd Level Consulting team along with presenting for USA Gymnastics. Her hobbies include building houses, travel, and time with family/friends.

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