CAMPAIGN CREATORS

LEAD GENERATION CAMPAIGN OPTIMIZATION CHECKLIST...

DO YOUR RESULTS SUCK?

INTRODUCTION

In the same way that Facebook founder Mark Zuckerberg refers to his social media platform as only being "1% done in the mission to connect the world," an inbound marketing campaign should never be considered finished. Quite the contrary actually - a campaign should be in a constant optimization process that ensures it does not fall victim to viewer fatigue, changing industry trends and shifts in your target personas.

But how can we figure out which parts need more optimization than others?

Use the following checklist to organize your campaign pieces and break them down with metrics that show whether or not they are meeting expectations. If your marketing software does not provide them already, you can use the corresponding formulas to calculate.

First, determine if a particular metric "sucks" by comparing it to your established benchmark. Then, select the worst of the bunch (i.e., the one that you really need to focus on) based on how bad they are missing the mark.

Happy optimizing!

NICK MCCOY

Marketing Technologist

CAMPAIGN CREATORS

EMAILS

How are people responding to your emails? Are they clicking but not converting? Or simply not opening them up? Use this checklist to find out.

KEY PERFORMANCE INDICATOR (KPI)	FORMULA	EXAMPLE	YOUR RESULTS	BENCHMARK	DOES IT SUCK?
OPEN RATE	(Opens / Delivered) x 100	(300 / 900) x 100 = **33.3%**			☐
DELIVERY RATE	(Delivered / Sends) x 100	(900 / 1000) x 100 = **90%**			☐
CLICK-THROUGH-RATE	(Unique Clicks / Delivered) x 100	(30 / 900) x 100 = **3.3%**			☐
CLICK-THROUGH-RATE : OPENS	(Unique Clicks / Opens) x 100	(30 / 300) x 100 = **10%**			☐
% CONTACTS LOST	(Contacts Lost / Sends) x 100	(50 / 1000) x 100 = **5%**			☐
% HARD BOUNCES	(Hard Bounces / Sends) x 100	(20 / 1000) x 100 = **2%**			☐
% MARKED AS SPAM	(Marked you as Spam / Delivered) x 100	(3 / 900) x 100 = **.3%**			☐
% UNSUBSCRIBES	(Unsubscribes / Delivered) x 100	(27 / 900) x 100 = **3%**			☐
CLICKS TO CONVERSION RATE	(Leads Generated / Clicks) x 100	(6 / 527) = **1.14%**			☐

I REALLY NEED TO OPTIMIZE MY _____ .
(KPI)

PRO-TIP: *Take a look at how your email is looking and performing on different email clients. If your emails are being opened more frequently on one client (i.e. Microsoft Outlook), you might want to spend more time optimizing it for that platform.*

LANDING PAGES

Take a good look at your campaign landing pages. Are your visitors meeting the landing page objective? Use this checklist to get a better idea.

KEY PERFORMANCE INDICATOR (KPI)	FORMULA	EXAMPLE	YOUR RESULTS	BENCHMARK	DOES IT SUCK?
AVERAGE TIME ON PAGE	(Total Time on Page / Visits)	(2740 min / 1000) = **2.74 min**			☐
FORM SUBMISSION RATE	(Submissions / Visits) x 100	(25 / 1000) x 100 = **2.5%**			☐
NEW CONTACTS RATE	(New Contacts / Submissions)	(20 / 25) = **80%**			☐
AVERAGE PAGE LOAD TIME	N/A	**1.506 secs**			☐

I REALLY NEED TO OPTIMIZE MY _____ .
(KPI)

PRO-TIP: *Many times it is helpful to run this analysis separately for those who engaged with your landing page on desktop or mobile devices. Then you can make platform specific optimizations.*

PAID ADS

Are you getting the most out of your paid ad channels? Isolate the platforms you are using with the checklist below to find the rotten egg(s).

KEY PERFORMANCE INDICATOR (KPI)	FORMULA	EXAMPLE	YOUR RESULTS	BENCHMARK	DOES IT SUCK?
CLICK-THROUGH-RATE	(Clicks / Impressions) x 100	(527 / 15000) x 100 = **3.51%**			☐
COST-PER-CLICK	(Total Ad Spend / Clicks)	($652 / 527) = **$1.237**			☐
COST-PER-LEAD	(Total Ad Spend / Leads Generated)	($652 / 6) = **$108.66**			☐
CLICKS TO CONVERSION RATE	(Leads Generated / Clicks) x 100	(6 / 527) = **1.14%**			☐
% OF "WASTED" SPEND	(Wasted Spend / Total Ad Spend) x 100	(50 / 1000) x 100 = **5%**			☐
RETARGETING RE-CAPTURE RATE	(Retargeting Leads / Non Converting Visits) x 100	(2 / 520) x 100 = **0.38%**			☐

I REALLY NEED TO OPTIMIZE MY _____ .
(KPI)

PRO-TIP: *Use Hubspot's Ads Add-on to quickly and easily see the full progression from Impressions to Clicks to Leads to Customers.*

SOCIAL MEDIA

A large social media following not utilized properly might as well be no following at all. Find out whether or not you are getting the most out of your social presence with this checklist.

KEY PERFORMANCE INDICATOR (KPI)	FORMULA	EXAMPLE	YOUR RESULTS	BENCHMARK	DOES IT SUCK?
FREQUENCY OF CAMPAIGN POSTS	(Total Campaign Posts / Weeks)	(25 / 5) = **5 posts / week**			☐
AVERAGE POST REACH	(Total Reach / Total Campaign Posts)	(15000 / 25) = **600**			☐
CLICK-THROUGH-RATE	(Clicks / Total Reach) x 100	(240 / 15000) x 100 = **1.6%**			☐
POST ENGAGEMENT RATE	(Engagements / Total Reach) x 100	(520 / 15000) x 100 = **3.46%**			☐
POST SHARE RATE	(Total Shares / Total Reach) x 100	(50 / 15000) x 100 = **0.33%**			☐
CLICKS TO CONVERSION	(Leads Generated / Clicks) x 100	(5 / 240) x 100 = **2.08%**			☐

I REALLY NEED TO OPTIMIZE MY _____ .
(KPI)

PRO-TIP: *Make sure you are calculating these metrics for ALL of your social media platforms. You might be surprised by which ones are producing the better results!*

BLOG

Campaign relevant blog viewers are prime targets for your campaign offers. Are you getting everything you can from them?

KEY PERFORMANCE INDICATOR (KPI)	FORMULA	EXAMPLE	YOUR RESULTS	BENCHMARK	DOES IT SUCK?
CLICK-THROUGH-RATE	(Clicks / Blog Views) x 100	(50 / 1250) = **4%**			☐
CLICKS TO CONVERSION	(Leads Generated / Clicks) x 100	(6 / 50) x 100 = **12%**			☐

I REALLY NEED TO OPTIMIZE MY _____ .
(KPI)

PRO-TIP: *Only take a look at blog posts that you're able to create contextually relevant offer for. Then, you can optimize your content with just that campaign in mind.*

MISCELLANEOUS

Every campaign is different and we understand that it's impossible to cover all channels and metrics that could possibly be involved with one. So, if you don't see your marketing channel or metric listed above, fill it into the checklist below and in turn, check to see whether or not "it sucks".

CAMPAIGN ASSET	KEY PERFORMANCE INDICATOR (KPI)	FORMULA	EXAMPLE	YOUR RESULTS	BENCHMARK	DOES IT SUCK?
						☐
						☐
						☐
						☐
						☐
						☐
						☐

RESOURCES

https://www.fastcompany.com/3052885/mark-zuckerberg-facebook

CURIOUS TO SEE HOW MARKETING EFFORTS CAN BRING NEW LEADS INTO YOUR BUSINESS?

See how inbound marketing can help your company

DOWNLOAD NOW

SHARE THE LOVE

Send this resource to a friend or colleague:

SHARE

Send this resource to a friend or colleague:

SEND NOW

Created by:

SEAN FARIAS
Director of Account Strategy

ALVARO FLORES
Interactive Designer

NICK MCCOY
Marketing Technologist

858.633.1915
campaigncreators.com

CAMPAIGN CREATORS