

**WEEK 12**

VIDEO MODULE 3 – MEASURABLES

WORKSHEET

Summary:

Today, we are going to be talking about measuring your marketing success.

It’s great that you’re finally getting out there and promoting yourself, and I certainly hope that you continue to do this long after you finish the Fortissimo Marketing Bootcamp.

It’s really important, though, that you check in periodically and just see how everything is working out for you. I typically do this once a month, just to see where things are at.

Based on your findings, you can then always tweak things moving forward, to get better engagement and results out of your marketing.

Some key measurables to keep track of:

* Your social media page insights - number of page likes or followers, post reach, post engagement
* Your newsletter open rates & clickthrough rates
* Individual posts’ performance – likes, comments, shares
* Number of LinkedIn connections
* LinkedIn Leads – how many convert and what is their value?

I always find it fascinating and helpful to review these stats at the end of the month and compare them with previous performance.

Action Items:

1. Which key marketing metrics will you be tracking?

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1. Make a note of your current stats as a benchmark you can use to compare with when you review these at the end of the month.

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