

# Identifying the ROI

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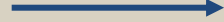
Hello!



# **KPI vs. Goal vs. ROI**

$$\text{ROI \%} = \frac{\text{Profit - Investment}}{\text{Investment}} \times 100$$

# Start With Your Goals



Social media performance  
Ad campaign performance  
Website performance

Awareness  
Engagement  
Conversion  
Loyalty

Sales  
Leads  
Customers

# ROI for B2C

# Tracking needs to be on point

How can B2C ROI be quantified?

- Value of awareness
- Value of engagement
- Value of action
- Value of optimization

Quick win: If you're using Facebook, use ad tracking by placing pixels onto your landing page to determine attribution.

# ROI for B2B



# Only 30% of B2B Companies Are On IG

What is that 70% missing out on with this additional channel?

- Opportunity to nurture
- Opportunity to retain customers
- Opportunity to retain employees
- Opportunity to humanize

Quick win: Instagram doesn't have to be your primary social media platform, but you should still follow best practices: use Google Analytics goals, send your user somewhere, use UTMs.

# Tracking doesn't have to be complex

How can you provide attribution to sales leads?

- Value of prospect
- Value of lead
- Value of closed deal

Quick win: You don't always have to use platforms and tools to attribute leads. You can do this manually by pulling a list of your leads and determining attribution.

## Key Takeaways

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1. Build out your goals regardless of tracking capabilities.
2. If you don't start tracking now, that data will be lost.
3. If you do Facebook ads, add tracking pixels to your landing page.
4. If you use Google Analytics, start by setting up one goal and use UTMs.
5. Consider manually pulling your list of leads and find attribution.

**thank you.**

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