

20 QUESTIONS TO ASK ABOUT YOUR MEASUREMENT STRATEGY

1. HOW DO YOU DEFINE SUCCESS?

2. WHAT ARE YOU MEASURING IN YOUR BUSINESS?

3. WHAT'S THE MOST IMPORTANT METRIC YOU TRACK?

4. DO YOU KNOW HOW MUCH IT COSTS TO ACQUIRE A NEW CUSTOMER?

5. DO YOU RECEIVE CUSTOMER/CLIENT FEEDBACK?

6. HOW DO YOU KNOW WHO YOUR BEST CUSTOMERS ARE?

7. IF YOU HAD MORE FEEDBACK DO YOU THINK YOU COULD MAKE BETTER BUSINESS DECISIONS?

8. DO YOU SEPARATE YOUR UNMEASURED MARKETING FROM YOUR MEASURED?

9. DO YOU SEPARATE PAID, EARNED, OWNED, AND SHARED MARKETING TACTICS?

10. DO YOU HAVE SHORT AND LONG TERM GOALS?

11. DOES EVERYONE IN YOUR COMPANY KNOW THE GOAL FOR THE YEAR? QUARTER? MONTH?

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12. ARE YOU CONSISTENTLY INCREASING VALUABLE TRAFFIC TO YOUR WEBSITE?

13. WHAT ARE YOUR MOST POPULAR/PROFITABLE PAGES ON YOUR WEBSITE?

14. WHAT'S THE MOST IMPORTANT THING PEOPLE DO ON YOUR WEBSITE?

15. COULD YOU GIVE THEM AN EXPERIENCE ON YOUR WEBSITE THEY WON'T SOON FORGET?

16. HOW COULD YOU CREATE MORE LEADS FROM YOUR WEBSITE?

17. WHO TALKS TO MOST OF YOUR CUSTOMERS IN YOUR BUSINESS? (THEY ARE THE ONES WHO ARE MOST IMPORTANT TO YOUR BRAND AND ARE VALUABLE IN MEASURING.)

18. HOW DO YOU KNOW IF YOUR ACTIVITY ON SOCIAL PLATFORMS (FACEBOOK, TWITTER, LINKEDIN) IS EFFECTIVE?

19. OTHER THAN PROFITABILITY, DO YOU KNOW HOW WELL YOUR COMPANY IS ACTUALLY DOING?

20. IF YOU OR YOUR STAFF COULD CHANGE ONE THING ABOUT YOUR COMPANY WHAT WOULD IT BE?
