



MARKETING METRICS FOR SERVICE PROVIDERS

*Helping you reclaim & achieve your
business goals, one metric at a time.*

Welcome!



Over the past several years, I've helped service providers achieve profitable and sustainable revenue through marketing strategies designed to help them share, sell and teach what they love.

But there has always been one common missing piece among the businesses I've supported: they aren't regularly tracking and using metrics as a way to make better, more informed business decisions.

Through the experience of working with them, I've had the opportunity to see what works and what doesn't when it comes to using metrics as a way to confirm or reject their gut feelings, intuition or whatever you want to call it when it comes to measuring success in their business.

I've identified 5 Pillars of Marketing Metrics that every service provider should be tracking in their business.

And now, I'm ready to share it with you.

Let's get started.

5 PILLARS OF MARKETING METRICS

There are five main pillars of marketing metrics you should be tracking in your business. Some pillars may be more important to you, based on your business goals. Remember: Pay attention to the metrics that are relevant for YOUR business goals.

1

WEBSITE METRICS

These are arguably the easiest metrics to track because you can see everything inside Google Analytics, which is a free tool! Website metrics give us a pulse on how well we're creating awareness and engagement.

2

SOCIAL MEDIA METRICS

Be careful not to get too carried away with only focusing on social media metrics. Many of these can be seen as "vanity" metrics if they're used solely to make decisions, but they're still important to monitor.

3

EMAIL METRICS

These metrics are typically found in your CRM or Email Management System, and they help us measure behavioral activity that's important for segmentation and personalizing communication for subscribers.

4

PAID ADVERTISING METRICS

When your business reaches the point of utilizing paid advertising to grow and scale, it's critical to know your metrics in this category because it will help you determine if you're seeing positive ROI with your ad spend.

5

FINANCIAL METRICS

This is where it all comes together, friend. Your revenue metrics are directly impacted by all the other metrics in your business. This category will give you insight into the profitability and sustainability of your business.

WEBSITE METRICS

You can find these metrics in Google Analytics, which is a free tool that can be used for virtually any website.

WEBSITE USERS

This metric tells you the number of people who are on your website within a given time frame. The terms "users" and "visitors" may be used interchangeably.

PAGE VIEWS

This is the total number of pages that are viewed during a time frame. Unique page views will not count duplicate views.

AVERAGE SESSION DURATION

This tells you typically how long each user stays on your website. It's helpful because it gives an indication of how long users are engaging with your content.

BOUNCE RATE

This is a percentage of sessions in which there was no interaction from the user on the page. Interaction can be clicking, scrolling or exiting the page.

SOCIAL MEDIA METRICS

Most social media platforms will report directly on these metrics. Don't get TOO hung up on vanity metrics such as likes and followers. Try to look at them objectively in the bigger picture of your business!

FOLLOWERS & FANS

Everyone is familiar with this metric! It's the total number of people who have liked or followed your social media profiles.

CONVERSATIONS

If you're selling services through DMs, you should be tracking how many conversations you're having among social platforms. You can use this information to find CONVERSIONS.

LEAD GENERATION

Social media is one of the best ways to increase brand awareness, which ultimately should lead to more subscribers joining your email list.

IMPRESSIONS

This shows how many people viewed your social media content without taking any action. This metric indicates a positive or negative change in brand awareness.

EMAIL METRICS

Most online business owners are familiar with email metrics because they're discussed so widely. Your Email Marketing System should have reports for you to easily view the following metrics.

OPEN RATE

This is the percentage of the total number of subscribers who opened an email. A solid average open rate should be 20-25%, generally speaking.

CLICK RATE

This is the percentage of people who click on a link or image in an email. Use this metric to measure behavior instead of open rates since it's directly attached to action or inaction.

UNSUBSCRIBES

No one likes to see unsubscribes, but it's an important metric to track because it helps you make decisions around the frequency and type of email content you're sending.

BOUNCE REPORT

This isn't a metric as much as it's a report that tells you the email contacts who can't receive your emails. Periodically purging these contacts will keep your list clean and boost deliverability!

PAID ADVERTISING METRICS

If you're spending money to grow your list or acquire new customers, it's absolutely imperative that you track the following metrics. Otherwise you could be throwing good money out the window!

COST PER CLICK

this is how advertising platforms determine your ad spend. You're charged each time someone clicks on your ad.

COST PER ACQUISITION

This is the amount of money required in ad spend to gain one new client or customer. You find this metric by dividing the total number of Conversions by the Cost of the Ad Campaign.

COST PER LEAD

This is a similar metric to the previously mentioned CPA, but you're paying based on how many POTENTIAL customers you gain from your ad. Make sure this number makes sense based on the price of your offering.

CLICK THROUGH RATE

This is the percentage of people who saw your ad and took action (i.e. clicked to the opt-in page). You can find this metric by taking the number of clicks and dividing it by impressions.

FINANCIAL METRICS

This is the epitome of metrics tracking for your business. If you ONLY choose one category to track regularly, let it be the Financial Metrics.

PROFIT MARGIN

This metric tells you if your business is making money or not. It can also indicate when you need to raise your rates or reduce your expenses required for delivering your services and products.

REVENUE PER VISITOR

RPV tells you how much money is generated each time someone visits your website. It helps you gauge how much money you should be spending on paid advertising to acquire new customers.

CUSTOMER LIFETIME VALUE

This metric is the total amount of money a customer is expected to spend in your business during their lifetime. Knowing this information helps you gauge profitability in your business.

AVERAGE ORDER VALUE

This is the average dollar amount that each customer spends at your business. Knowing this information helps you plan cross-selling, up-selling opportunities to incentivize clients to spend more within a single transaction.

There you have it, friend!

After going through this Marketing Metrics Guide for Service Providers, I hope you have more clarity on the exact metrics you should be tracking in your business..

Before I say goodbye, I want to share four "Irrefutable Principles of Metrics" for you to keep in mind as you get started tracking these marketing metrics.

Remembering these Four Principles will help ease the overwhelm that can happen while tracking, and they serve as a reminder that your business is unique and has unique needs when you're figuring out what metrics should be a higher priority for you to monitor.



JOIN THE



MEMBERSHIP

Zen CONNECT is a “Project of the Month” membership where we focus on one monthly topic/strategy or marketing campaign that will help you grow your business.

We’ll also talk about the things that actually stop you from implementing (mindset + overwhelm, etc.) so you can continue to make measurable progress month after month.

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I'm Jamie DuBose, CEO & Founder of Zenplicity, the digital marketing agency that helps profitable entrepreneurs share, sell and teach what they love through marketing, membership, and metrics.

As an AccessAlly Certified Partner, I've had the pleasure of supporting clients with their membership site projects since 2015.

I believe that every entrepreneur has a unique opportunity to use results-driven relationships to grow and scale their business, and I would be honored to help you fulfill your dreams of reaching your next income level and creating a sustainable, profitable business.

Connect with me, and we'll book a quick call together to see how my team and I can support you!

LET'S TALK!

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