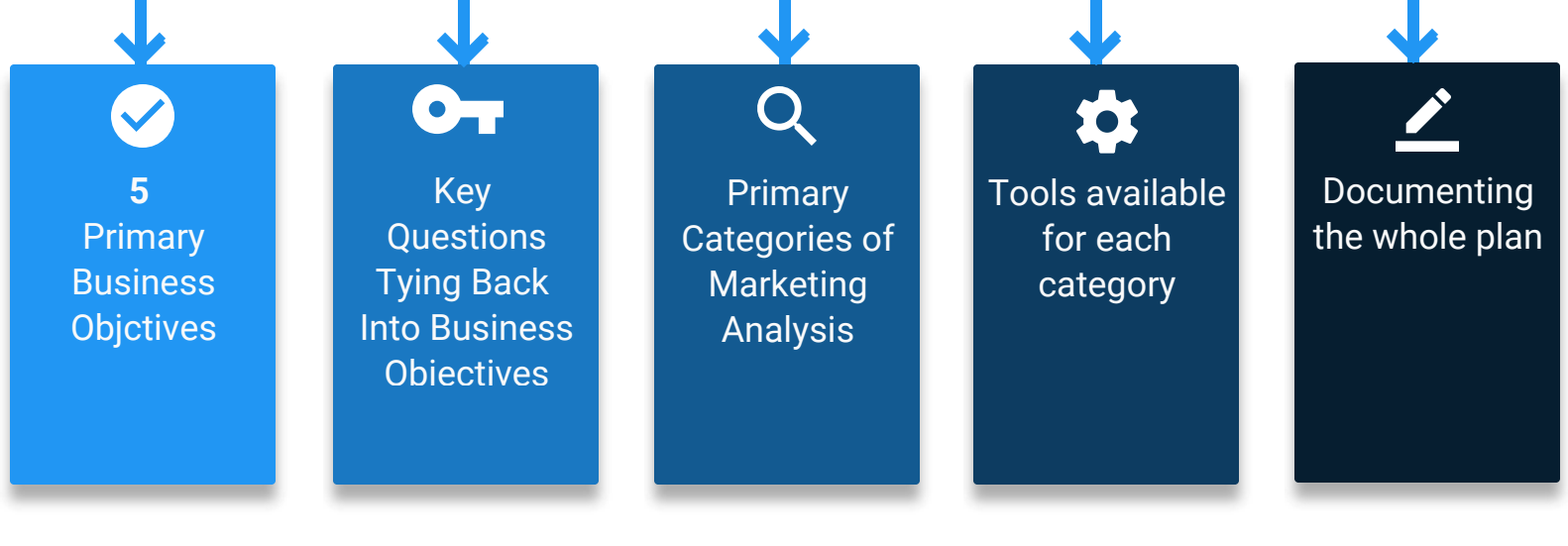
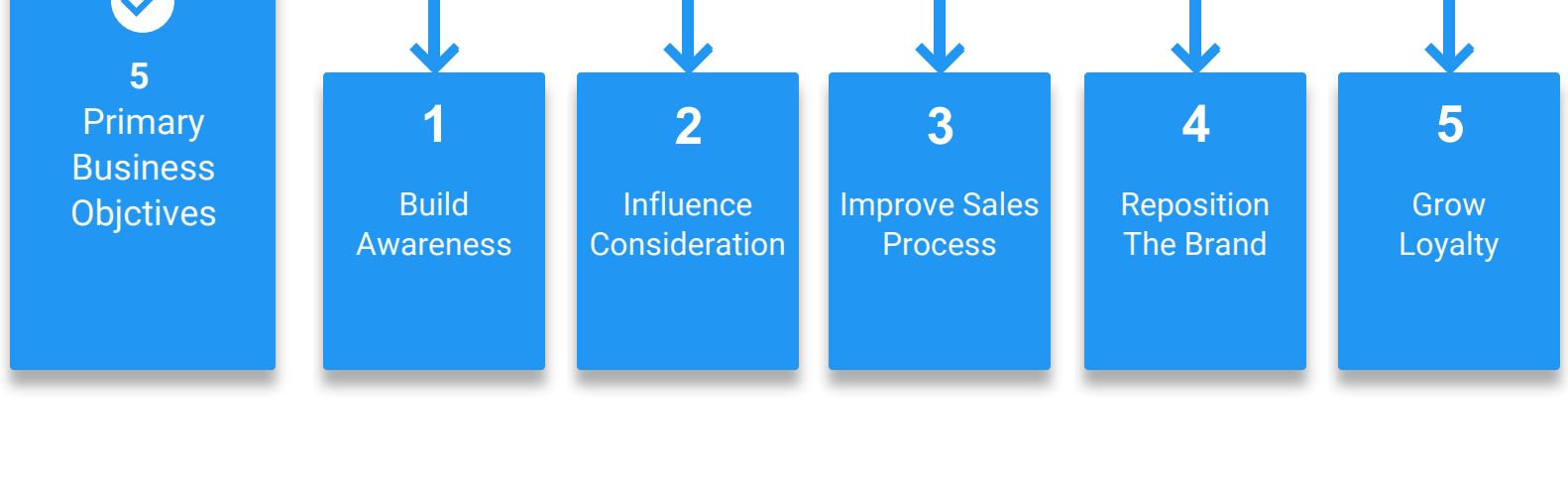


5 steps for Perfect Marketing Data Analysis



1st Step



2nd Step

Key Questions Tying Back Into Business Objectives

1 Build Awareness
Do consumers recall and recognize my brand?
If they don't, it means your brand has a problem with this business objective and you need to work on building your awareness up.

2 Influence Consideration
Do the products that I have satisfy consumer's needs?
If they don't, it means consumers are choosing other products and you need to implement a better way to drive consumers to your products.

3 Improve Sales Process
Do my sales efforts result in wins for my brand?
If they don't, there are probably hiccups or problems along your sales process that is causing issues. And improving sales process doesn't mean improving advertising. It's rather about what you are doing at the shelf, whether you are winning or not?

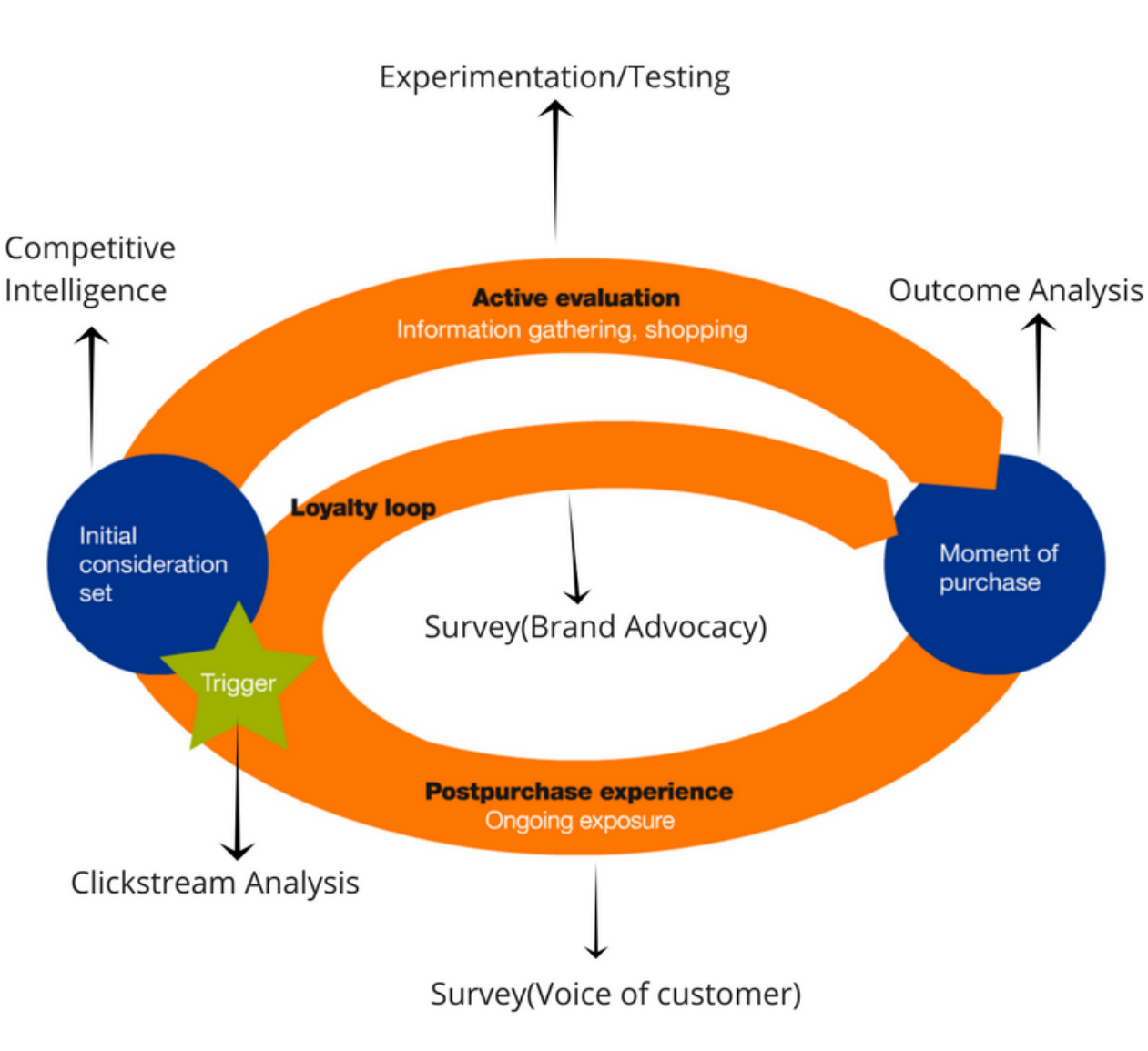
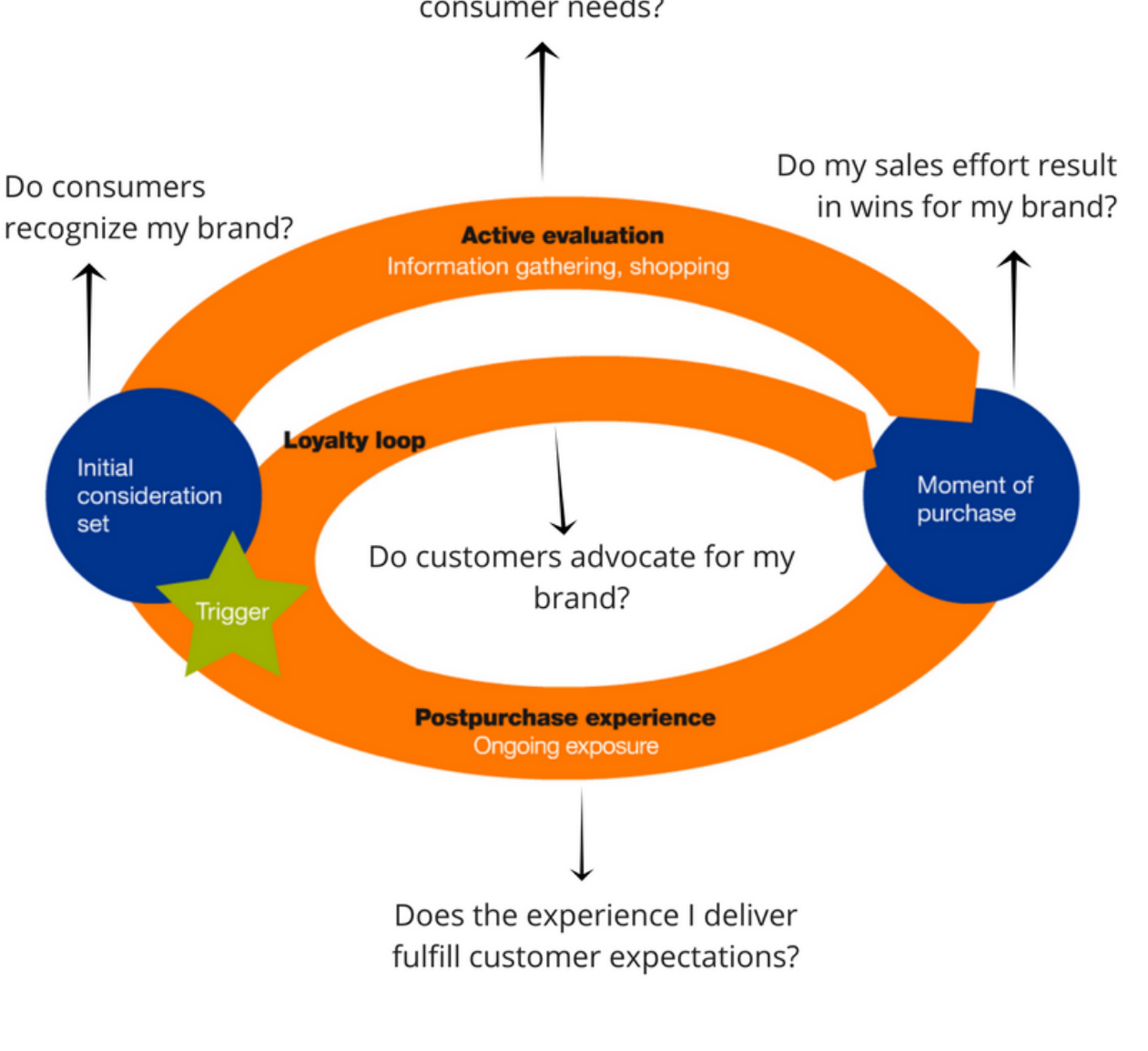
4 Re-position The Brand
Do the experiences I deliver fulfill customer expectations?
If they don't, you either need to create products or set the expectations in consumers' mind that your products or the brand that you promote, do actually fulfill their needs.

5 Grow Loyalty
Do consumers advocate for my brand?
If consumers don't advocate for your brand, then loyalty is probably the issue.

3rd Step

Primary Categories of Marketing Analysis

To determine the Primary Category of Marketing Analysis we use CJD (Consumer Decision Journey) produced by McKinsey - Website



4th Step

Tools available for each category

Clickstream Analysis

- ⇒ Google Analytics
- ⇒ Piwik
- ⇒ Kissmetrics

Outcomes Analysis

- ⇒ Mongoose Metrics (DislodgeTech)
- ⇒ LivePerson

Voice of Customer Survey

- ⇒ Google Consumer Survey
- ⇒ Qualaroo

Experimentation/Testing

- ⇒ Optimizely
- ⇒ AdWords Campaign Experiments
- ⇒ Google Website Optimizer

Competitive Intelligence

- ⇒ Google Trends
- ⇒ Google Correlate
- ⇒ AdWords Keyword Planner

5th Step

Documenting the whole plan

A template as an example for Growth Loyalty, this is how the documentation plan will look like:

Business Objectives	Key Questions	Data	Sources
	1. How has the consumer interest in our brand trended over time?	Search Volume Customer Inquiries	Google Trends CSR Database
Grow Loyalty	2. What consumer group is our strongest advocate?	Consumer Groups Twitter Volume	Segmentation Study Twitter API
	3. Which marketing programs have grown advocacy?	Marketing Events Hashtag Volume	Company Website Keyhole