

# 1Minute with 1Vision

## Back to School

School started locally last week. Like every year, my teacher-wife reports that a few students are excited about it – with many others taking the opposing view. I never really excelled in classes until I began work on my Master's. (Once in college, I bought my books a week before finals so I could return them within seven days for a full refund!) There are two kinds of classes: the necessary ones and the ones I look forward to.

In business or nonprofit work, we are often confronted with necessary jobs – tasks performed because we “must.” **Tracking social media or marketing results is like that for most people.** It's true for me. My excitement comes in creating the ad... birthing the big idea... funding a campaign... or solving a long-standing problem.

Since I want to spend as little time with stats as possible, I want only a handful of numbers to track. What metrics matter? Here are my faves:

- **Open Rate:** I like to compare to industry averages. For instance, marketing/advertising emails generate a (pitiful) 13% rate. Some people think Open Rate is only marginally important, but I like to know if my subject line is connecting with my audience.
- **Click Through Rate (CTR):** At what percentage is my audience taking action because of the message sent? Again using industry averages, I only have to beat a 1.4% CTR.
- **Social Media Engagement:** Number of likes are of lesser value than what people are doing with the information – and the ultimate connection is if they share it with their friends and peers.
- **Homepage Bounce Rate:** We want to take our viewers deeper in to the site (our story), but we can't if they leave immediately from the home page!
- **Cost Per Click:** 'Nuff said.

Knowing how each of these changes over time allows me to quickly gauge the health of my marketing efforts.

Sincerely,



Blake Conover, President