

Part 4

Optimise

Introduction to Optimise

Planning, research and strategy are important for executing digital marketing campaigns that resonate with audiences. As part of executing these strategies, you need to create digital assets, and then use various channels to drive traffic to those assets, and build relationships with your visitors.

As you are doing all of this, it's important to know: is it actually working? And how might it all work better?

This is where Optimise comes in: the process by which we track, analyse and optimise our digital assets and campaigns to achieve the best results. (Yes, that's track, analyse and optimise, or TAO, so you'll never forget it.)

As Eric Schmidt, Executive Chairman of Google, said: "The Internet will transform advertising because of its trackability, not its beauty." Because most actions online are recorded, we can build a rich, data-driven picture of how our digital assets and online campaigns are performing. Digital allows us to use this data to test and improve our marketing efforts – and then release new, better versions of campaigns rapidly.

With user-friendly reporting interfaces and free, powerful web analytics tools such as Google Analytics, there is no excuse for not knowing what's happening in your campaigns. The chapter on Data Analytics will help you with the concepts and definitions you need, and will also help you to set objectives and key performance indicators (KPIs) so that you know what you need to measure.

It's easy to rely on web analytics tools to report the 'what' without applying your brain to understand the 'why' – and the 'what next'.

The chapter on Conversion Optimisation takes you through the steps of turning data into something useful: insights that let you transform website visitors into active customers.

Getting into a routine of using data to understand how your visitors are behaving and how you might influence that behaviour is what conversion optimisation is about. You need to use the web analytics data not just to report on how campaigns and digital assets are performing, but also to understand how to make them perform better.