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ABOUT THE AUTHORS

This guide has been compiled by the leadership team at Noisy Little Monkey



Natasha Baldwin - Creative Director

Natasha works with brands to create effective online marketing strategies that drive traffic and revenue from social media and search.



Jon Payne - Technical Director

The geek with a talent for business development, Jon moulds the Inbound Marketing journey, turning strangers into leads and then customers.



Nicola Payne - Managing Director

With a gift for making the complex understandable, Nicola helps C-Level execs understand how marketing adds value to the bottom line.

INTRODUCTION

Understanding the Return On Investment (ROI) in traditional marketing has always been tricky - how can you tell if your bus wrap or TV ad is directly responsible for a sale?

Digital marketing is a different beast - web analytics give you more tools than ever to define and measure success. Understanding the numbers will help you to develop a business case for investing more in a particular area, or to see what's a complete waste of time. Focusing on ROI will allow you to have meaningful discussions about what works and what doesn't in your business.

“half the money I spend on advertising is wasted; the trouble is I don't know which half.” -John Wanamaker

The trouble is that ROI is one of those slippery terms, because although 'return' is a generic phrase, what a GOOD return is will depend on what you set out to do - it can mean different things to different businesses.

It also relies on great data - garbage in, garbage out has never been so true. Google Analytics, Buffer, Hootsuite and the native analytics built in to social platforms like Twitter, LinkedIn and Facebook offer an elusive glimpse of ROI, but unless you set them up right and then interpret the data correctly you could be making decisions based in fantasy.

**In this summary guide you
will learn five key steps
to ROI mastery:**

We talk to businesses all the time that know that there are measures that will help them define success, but don't quite know where to start. Many have Analytics, but aren't sure how to interpret the reports. These five easy steps, based on the problems we've encountered whilst training hundreds of clients, will set you in the right direction.



01

DEFINING SUCCESS



For marketers, the heart of ROI is the investment (of both time and money) in a number of activities, the outcome of which are crucially important to your business.

For most businesses, the return is measured in REVENUE. If you've got an e-commerce website, it is pretty straightforward to measure revenue derived from your online activity. If selling online isn't your website's primary goal then accurately measuring ROI gets a bit more tricky.

In B2B marketing (that is; you market high value products and services to other businesses) you probably have a sales team, phone calls and face-to-face meetings that contribute to the process of generating revenue. Likewise, marketers in the professional services sector (architects, solicitors, accountants and the like) can deliver potential clients to the fee earners but it's often up to that fee earner to follow up and meet with the prospect.

Realistically then, in both B2B and professional services, it's nigh on impossible to measure which of your marketing activities returns actual sales - there are too many other variables in the sales process. This is why the best marketers measure the number of incoming LEADS as a proxy for REVENUE.

For the purposes of this document we'll use the accepted definition of a lead:

Someone who is sufficiently interested in finding out how your business can help them that they're prepared to give you their personal contact information in exchange for that information.

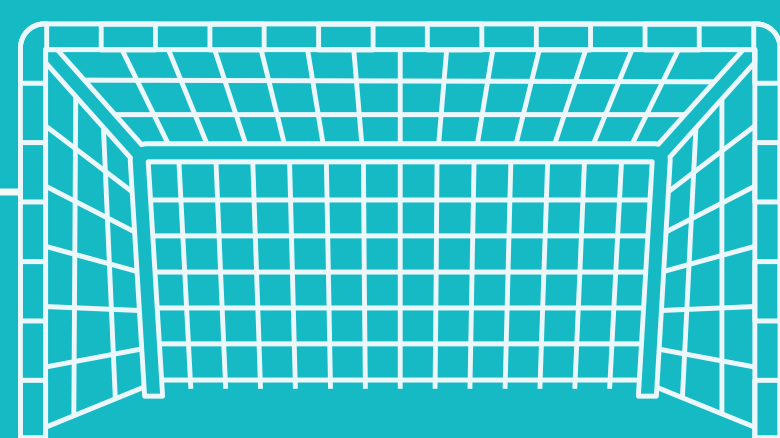
You probably already see enquiries from leads arriving via a contact form on your website.

BASIC MARKETING SUCCESS METRICS

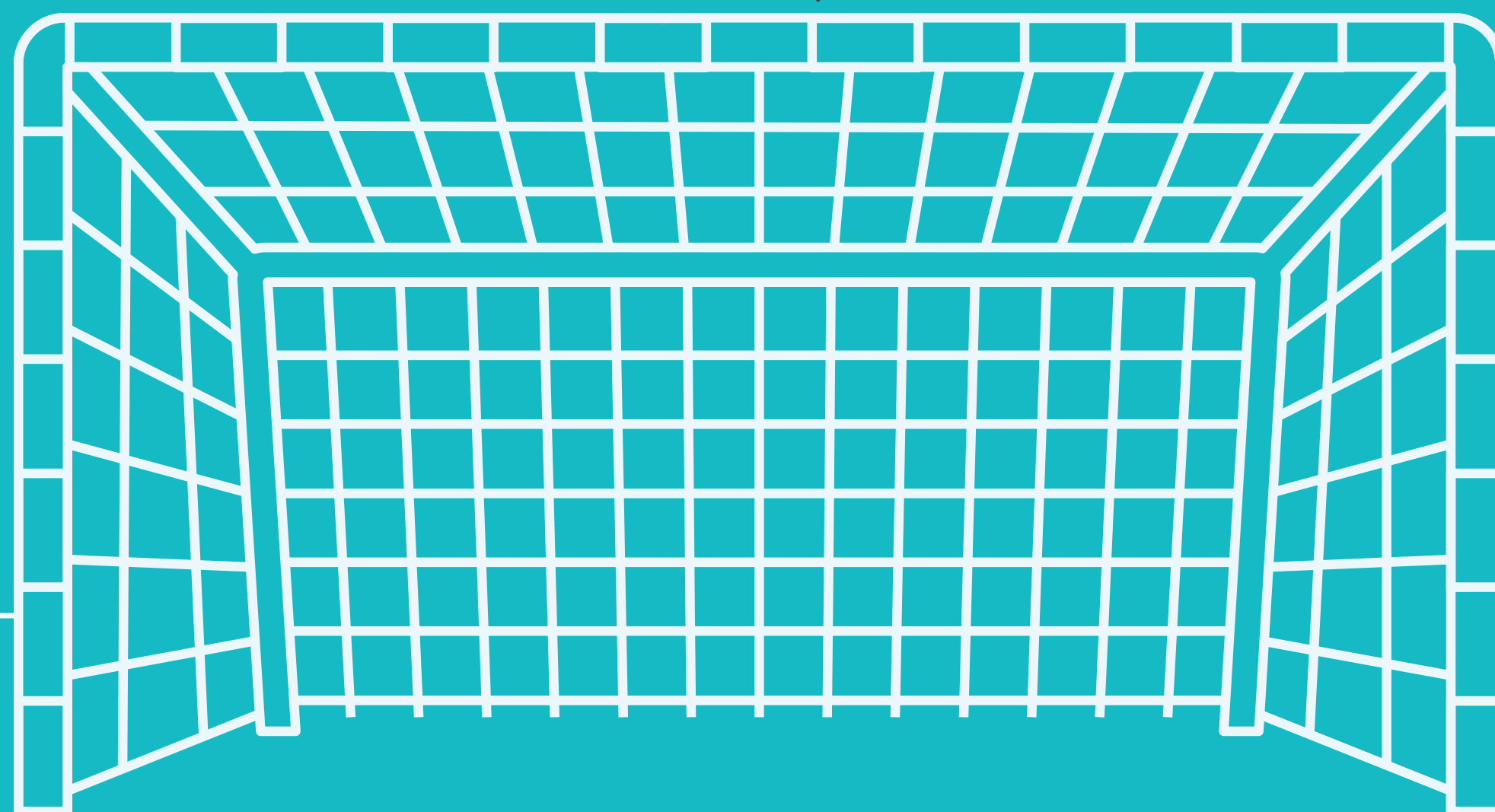


E-commerce = Measure revenue

B2B, Professional Services = Measure leads



VS



Micro versus macro goals

If you only had one measure for all your website activity, it would be easy. Revenue or leads are what we call macro goals. Depending on your business model, one of them will be the single biggest reason that your business has for investing in a website, *but neither of these macro goals are the only thing that counts from a marketing perspective.*

There are usually other things that you are trying to get website visitors to do - for example, sign up to a newsletter, follow your brand on social media, share a blog post on social media or maybe download a whitepaper.

These are micro goals; they are the nudges that help move a potential customer incrementally towards the macro goal.

Not all businesses are the same

Taking time to really understand what's important to your business is absolutely critical. For many businesses it's online sales, pure and simple, but for most brands in the B2B or Professional Services sectors, lead generation is the key.

By defining macro and micro goals you start to build a picture of what you are trying to achieve online. Your aim should be to identify the 4 or 5 KPIs (Key Performance Indicators) that really count.

This might be very clear from your internal marketing strategy, or else it might be something you need to work out with your board and the rest of the marketing team.

When creating KPIs it's best to start by creating a Measurement Framework. Here is a simplified version of the one we use at Noisy Little Monkey.

Drafting A Measurement Framework

BUSINESS OBJECTIVES

Profit of £600,000 by March 31st 2017

DIGITAL MARKETING TACTIC

Share until it hurts

DIGITAL MARKETING PURPOSE

- Attract relevant prospects through search
- Give away amazing and useful advice
- Excite people about our events
- Offer in depth guides for download

KPIs

- Social Media Following; MOM Growth
- Social Media Engagement
- Website sessions by channel
- Website sessions to leads; conversion %
- Leads to customers; conversion %

TARGETS

- 10% growth of social following per month
- 5% of social audience engaged
- 2,500 website sessions per month
- 37.5 new website leads per month
- 3 new customers per month

In the above example, the Business Objective at the top, is what the bosses care about. The last 2 rows, KPIs and Targets, are what you (as the marketing bod responsible for online activity) can use to demonstrate your contribution to the Business Objective.

Measurement Framework Foundations

Before you get all gung-ho and create your Measurement Framework in isolation, sat right there at your desk surrounded by gonks and freebies, think. You need to surround yourself with board members and sales bods - they will give you the steer you need on the business objectives.

The sales team agree with the bosses how many new customers are needed to hit the Business Objective (they probably already have this in the form of Sales Targets).

The marketing team and the sales team then need to agree how many new leads will need to be passed to the sales team to achieve the sales targets.

As the digital marketer, you'll need to decide how many website sessions you need to deliver the adequate number of new leads to the sales team. In our research into average conversion rates on UK websites we found that the typical conversion rate is 1.2% (that is 1.2% of website sessions convert into leads) so for every 100 visitors you should be seeing 1 new enquiries (B2B / Professional Services) or 1 successful checkouts (e-commerce).

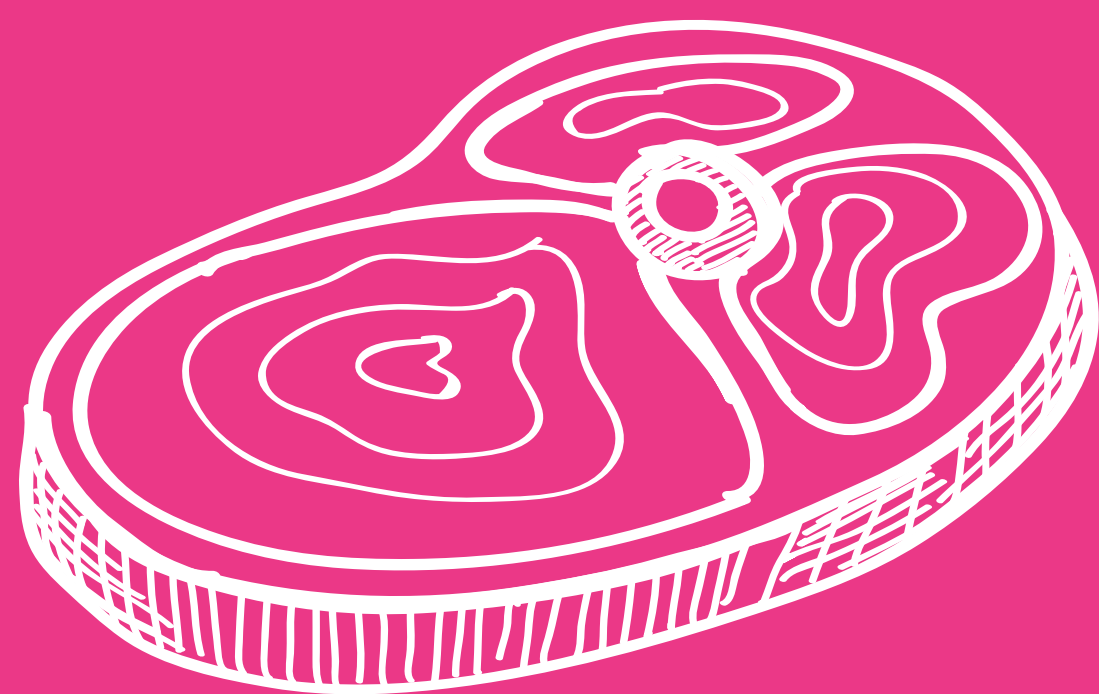
You'll need a frank and honest discussion with your sales team about how many leads they actually convert into new business.

Why? Because sales people lie about how awesome they are at closing new business. I know this, because I am a salesman. Salesmen like me also claim the leads that marketing deliver to them aren't good enough. Which is often true... so during your frank and honest discussion, agree what a good, qualified lead looks like and agree that you'll deliver those to sales.

Don't be pushed around though - your job is to deliver leads. The sales team's job is to engage with those people, build rapport, isolate problems, present solutions and SELL. Don't promise to do the sales job, just promise to deliver leads that are people who have problems your company can solve and who might have some budget to throw at a solution.

Jon Payne
Technical Director

Measurement Framework & Creating Buyer Personas



Sure, the sales team or fee earners are screaming for fresh meat that they can convert into new customers but hold your nerve.

Create the measurement framework first, so you can be really clear with the board of directors and your colleagues about what marketing is trying to achieve, how that relates to the business and the micro/macro goals that measure success.

Clarity on this makes it far easier to identify the right measures to identify whether or not your investment is paying off.

For more information on how to do this download our Measurement Framework Guide.

↓ **DOWNLOAD MEASUREMENT
FRAMEWORK GUIDE ¹**



Not all website visitors are the same

Qualified leads are those people who, in addition to expressing they have a problem which your business can solve, are also likely to have the budget and authority to choose a supplier. These leads are the sales team's favourite. The best way to get more leads like this? Target them with your website's content. It's worth defining some ideal Buyer Personas with your sales team in the planning stage because each persona will have a different 'buyer journey' and therefore may impact different micro measures too.

Buyer personas should help to shape every aspect of your online presence, and understanding that they will interact with your website and social media in different ways can help you to identify appropriate measures of success.

For more on how to do this - download our Guide to creating Buyer Personas.

↓ **DOWNLOAD CREATING
BUYER PERSONAS GUIDE ²**

SMART Targets & Campaign ROI

SMART Targets

SMART (Specific, Measurable, Attainable, Relevant, Time-based)

Targets are a perennial favourite of sales teams and board rooms everywhere. If you haven't used them in a marketing context, here are a couple of examples:

Increase web visits by 19% (from 6,000 per month to 7,140 per month) by March 2018.

Increase conversions of web sessions to leads by 25% (from 1.5% to 1.9%) by September 2017.

Copy and Paste this format to set your own:

Increase _____ by _____ (starting from this amount _____ and growing to this amount _____) by this date _____.

By being super specific, you can easily identify whether your campaign objectives have been met.

Campaign ROI

There's a difference between the ROI of your total marketing spend and that of a specific campaign. The ultimate aim of your total online spend should be to meet those macro goals - leads or sales. Whereas investing selectively in a campaign might have an entirely different goal - it might be a short term boost for a particular product or maybe the promotion of tickets for a networking event.

You should be investing with a specific objective in mind and it's much easier to measure ROI if you've set out that objective as a SMART target.

Nicola Payne
Managing Director

Checklist

- 
- *Have you defined the single biggest measure of success for your online activity?*
 - *What are the other factors that may nudge your sessions towards that successful outcome?*
 - *Do different persona have different goals or important measures associated with them?*
 - *Are you looking at sitewide ROI or a more specific campaign?*
 - *Are there SMART goals you can measure for the campaigns?*
 - *Have you identified 4-5 key measures*
 - *for your online activity?*
- 

02

MEASURES & TOOLS



Google Analytics



Once you've decided on what measures are important the next step is to select the right tools for the job and set em up right.

Measuring Website Traffic & Behaviour

Google Analytics is a free, effective tool for measuring sessions to your website, at the very least you need this installed. If you haven't got Google Analytics on your website (or don't know if you have) then talk to your web developer and get them to set it up for you using [***these instructions:***](#) ³

At Noisy Little Monkey, we also use HubSpot to measure website traffic, visitor behaviour and much more. Google Analytics is often enough for most businesses but HubSpot is really next level stuff for the ambitious business, looking to grow because in addition to it's web analytics capabilities it also takes care of social media (scheduling, measuring and monitoring) and newsletter emails.



02

MEASURES & TOOLS

Measuring Web Revenue

If you have an ecommerce website, Google Analytics can give you straightforward sales information by product and by source of traffic, and also very detailed information on the buyers' journey and the contribution of different traffic sources (paid, organic, social, referral) to sales.

Frustratingly, just installing the Google Analytics code on all your pages won't enable revenue tracking, so if you're not seeing a report like the example below you (or more likely, your web developer) need to set up e-commerce tracking.

[Get the instructions at Google](#)⁴

Log in to Google Analytics and navigate to **Conversions > E-commerce > Overview** and you should see something like this:

You may also have useful data in the backend of your ecommerce platform. It's always worth double checking the information with Google Analytics to check that the figures broadly correlate (spoiler: they won't exactly, ever).



Measuring Web Leads

To measure how many sessions convert to leads (and which channel is best at driving the traffic which converts most readily into leads) you really need* forms on your website, because you can set the the "Thank You" page for these forms as a Google Analytics goal.

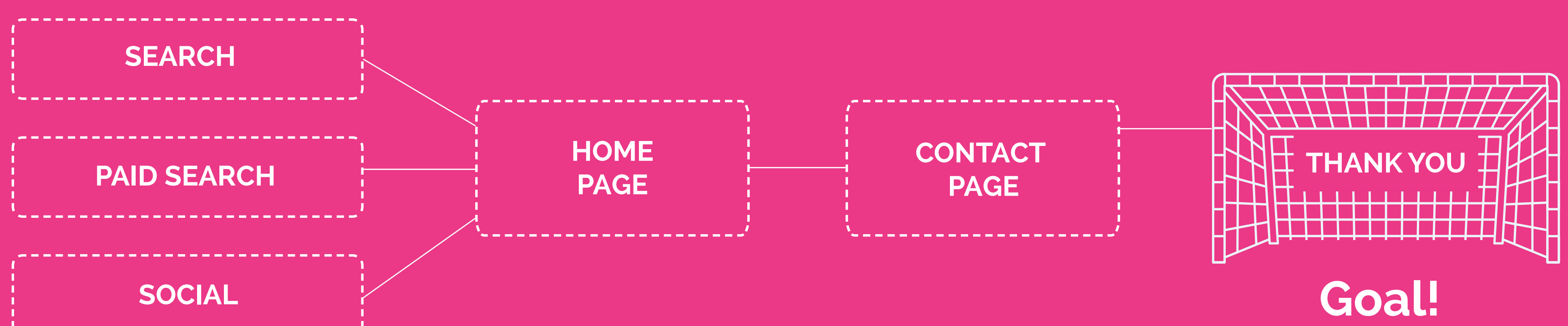
What Are Google Analytics Goals?

When a visitor successfully fills in the form on your "Contact Us" page, that is a Macro goal for the business. Setting this as a Google Analytics Goal allows you to measure this easily and accurately. It will show you how often that form is filled in, how the visitor found your website, what content it was that pushed them over the edge to enquire etc,

How Do Google Analytics Goals Work?

Ideally - when a visitor presses the "submit" (or similar) button on your contact form, they are sent to a **whole new page** that says "Thanks for your enquiry, we'll be in touch, etc, etc", because that's a nice user experience for them. Right?

Well, if it's set up right, that "Thank You" page has a unique URL and by having Google Analytics count the number of views of this page you can start to measure the crucial sessions to leads; conversion % KPI.

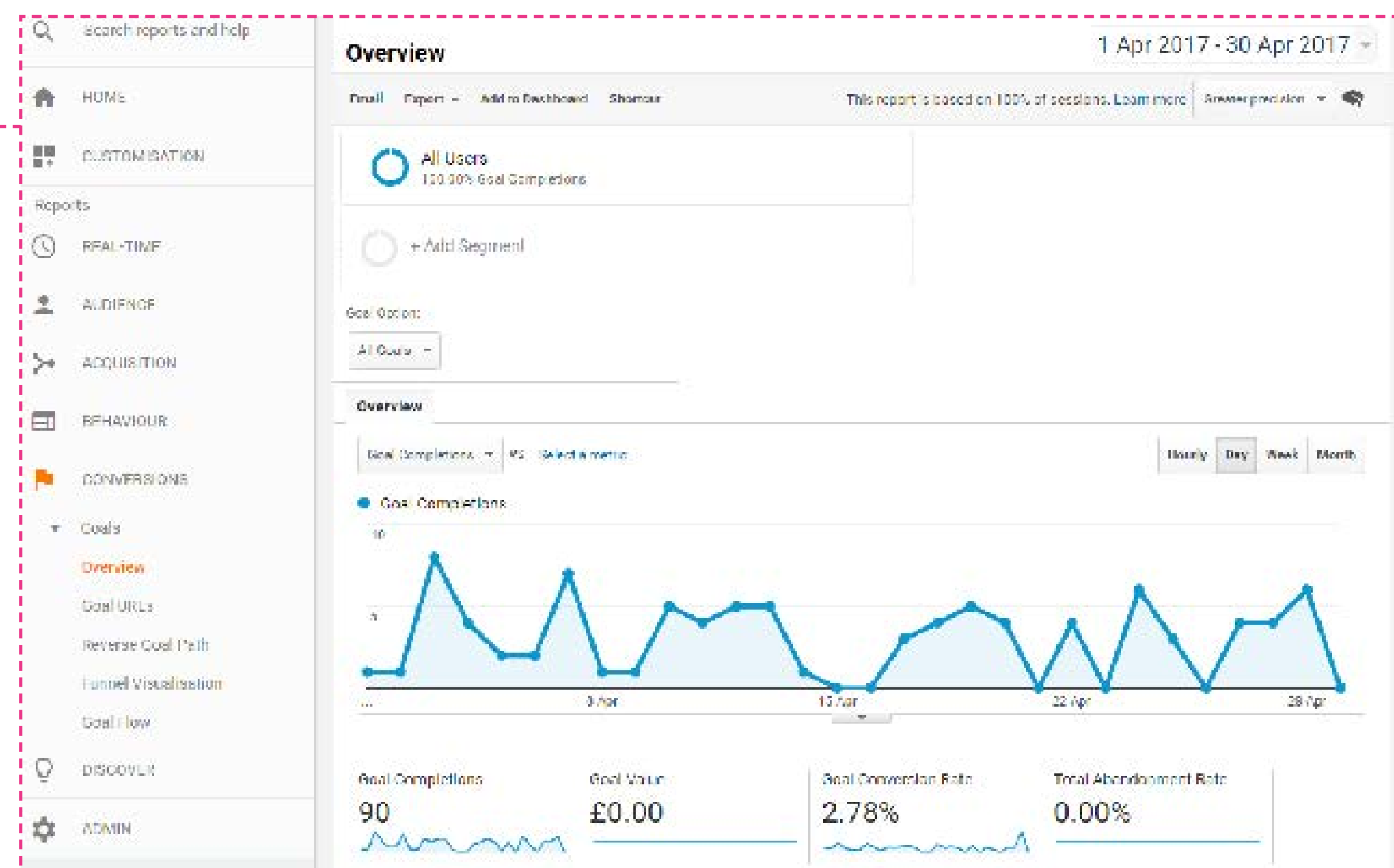


Measuring Web Leads

Here's what Google Analytics will show you:

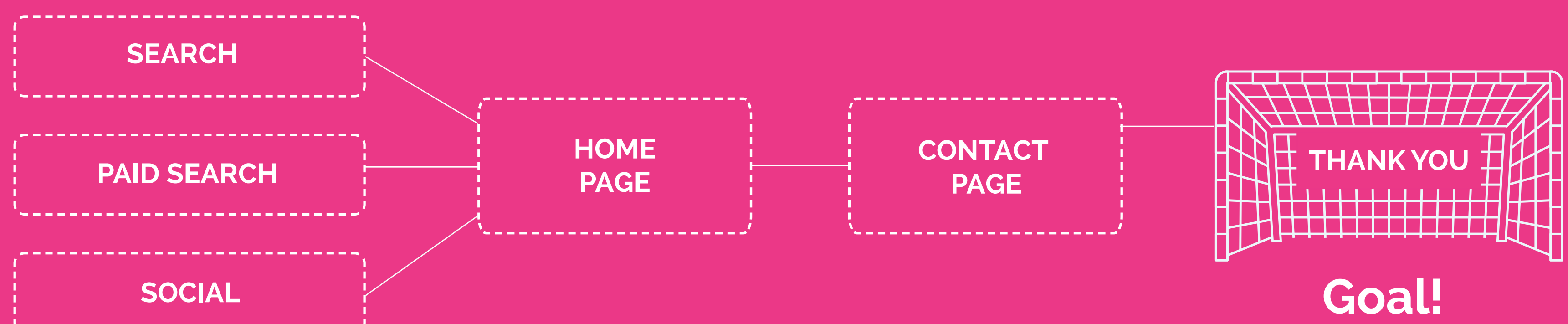
Google has instructions on how to set up Fixed URL goals⁵

Remember - set it up with the Thank You page URL as the goal, not the contact page itself.



Got multiple forms? Ideally, each form should have its own unique Thank You page so you can measure which is the form which converts most sessions into leads.

**you don't strictly need forms with a Thank You page, you can use Google Analytics "Event Tracking" but it's much harder*



Measuring Mailing List Growth & Social Media Success



Measuring Mailing List Growth

While you can set up a Google Analytics Goal to count the number of new sign ups to your mailing list month on month, given that most email lists decay by about 25% per year, the number of new sign ups is a misleading dataset.

Your newsletter platform is the best place to go for clean useful data. You want to see how many active subscribers there are to your newsletter. Check every month. If your current newsletter platform doesn't give you this, then consider moving to something professional. MailChimp is our favourite.

Measuring Social Media

While Google Analytics will show you how much traffic has come to your website via Social Media channels, it won't show you micro goals like follower count growth and engagement metrics. This gap in the modern marketers data set has led to a proliferation of new social analytics tools.

Measuring social media success is nuanced and often complicated, not least because there are LOADS of social media measurement tools,

There are tools that are native to the channel, for example, Facebook Insights; tools that are packaged with a scheduling platform, like Buffer; and, of course, other third party tools that collate data from lots of channels, such as RivalIQ.

Your tool of choice will depend on which metrics are important to your business objectives, which reports you find visually valuable and how in-depth you need to get with the data.

Natasha Baldwin
Creative Director.

Native Analytics : FREE

Pretty much every social media channel has some form of built in analytics. The advantages of these are that they're free and relatively simple to set up (yay), and, because they're straight from the source, the data also tends to be accurate.

If you're just starting out in measuring social media activity or just want to quickly look at how your audience has grown on Twitter in the last 30 days, for example, native analytics is a good place to start. Make sure to read all of the supporting materials that the channels provide to give you insight into what the data really means.

The major disadvantage to using native analytics is that it can be quite time consuming to create succinct reports. You'll have to visit each channel separately to gather your data and the type of information each provides will be slightly different. For instance - Facebook provides a vast amount of downloadable data via Facebook Insights however, Instagram is a bit more basic in the reports it gives you. And, while you can use Facebook Insights on your PC, Instagram reports are only available via the mobile app. Consider that Facebook and Instagram have the same parent company but comparing data from one with the other is like comparing apples with pears. Throw Twitter, Pinterest, LinkedIn and the rest into the analytics mix and you'll soon be going bananas. Because of this - if you don't have time to collect the data and turn it into a useful report, native analytics might not be a long term solution for you.

Consider that Facebook and Instagram have the same parent company but comparing data from one with the other is like comparing apples with pears. Throw Twitter, Pinterest, LinkedIn and the rest into the analytics mix and you'll soon be going bananas.



Third Party Tools : Start free, may require paid subscription.

Third Party Analytics: Start free but may require paid subscription.

If you do choose to use a third party tool, don't neglect the native analytics altogether as you'll want to cross reference native with third party data on those occasions when you see unusual spikes in engagement / follower growth.

Tools like Rival IQ and Fanpage Karma will allow you to report on Instagram, Twitter, Pinterest, Facebook, YouTube, Google Plus (...why?) and LinkedIn, transforming all of those numbers into beautiful bar charts, graphs and top performing posts. Some will even let you download the bar charts as Powerpoint slides, so you can dazzle the bosses with minimal fuss.

Obviously, with great power and reports comes great expenses. FanPage Karma and RivalIQ start from \$50 to \$79 per month and the prices will significantly increase depending on how many channels you want to track and how far into the past you want to analyse. At the time of publishing for serious functionality, for serious businesses you'd need to budget \$300 per month, so make sure to take advantage of a free trial to see if they actually report on the data you need.

Social Schedulers: Start free but may require paid subscription.

If you're already sharing a lot of content on social media, you're probably already confident in using a third party scheduling tool and you may have even seen their built in measuring and reporting function. This can be useful as a guide to how your social media is performing but it can be difficult to get used to and, in our experience, the data can also be unreliable. Tools like Buffer, Hootsuite, SproutSocial, HubSpot, etc. will almost give you the full shebang of scheduling, monitoring and reporting but you might have to compromise on one of those elements.



Selecting the right tool to measure social media is easier if you know what information you want to know, which is why Step One | Defining Success is so important. Whichever tool you choose to use, remember to regularly cross reference the data with your Google Analytics to make sure it is as accurate as possible.



Summary of Analytics Tools

	GOOGLE ANALYT- ICS	BUFFER	HOOT SUITE	FANPAGE KARMA	SPROUT SOCIAL	RIVAL IQ	HUB- SPOT
WEB TRAFFIC							
TRACK LEAD CONVERSIONS							
TRACK E-COMMERCE							
TRACK FOLLOWER GROWTH							
TRACK SOCIAL ENGAGEMENT							
SCHEDULE POSTS							
MONITOR MENTIONS OF BRAND							
TRACK MAILING LIST GROWTH							
FEES	FREE	£	£	££	££	£££	££££

Checklist

- 
- *Have you defined which measures of success can be measured on which tools?*
 - *Have you set up goals or event tracking to get the information you need about leads and contact forms?*
 - *Does your social tool of choice capture the data that aligns with your SMART Goals?*
- 

03

CHECKING THE DATA



Google Analytics



Google
AdWords

There's no point spending lots of time crafting your ROI measures and reporting on them, if the data you are using isn't actually correct. Even minor errors in the way the data is filtered or collected can make it downright misleading. Look out for these pitfalls if you don't want to end up with egg on your face in front of the board when you're presenting your numbers...

Google Analytics isn't a true picture of your web visitors

GA tracks all the sessions to your website - whether they are potential customers, spambots, people in your office, your web developer or your Managing Director at home on her laptop. If you are going to measure ROI you have to use data that properly reflects your website visitors, not figures that are inflated by internal office traffic and the like.

You fix this using FILTERS. Filter out:

- your office(s)
- the offices of any suppliers that regularly look at your website, eg web developers
- hosting company
- ghost referrer spam
- any key members of staff that work from home

Google AdWords data is (notset)

Google Analytics and AdWords are designed to work in tandem, pulling information easily between both platforms to give you tons of valuable information that will help you evaluate the ROI of your AdWords spend.. However, to do this you need to link your AdWords and Analytics accounts.

This is easy to do in the admin section of Analytics, but you do need admin access to both AdWords and Analytics to make it work.

Once again, Google support has the answer⁶

Campaign activities aren't annotated

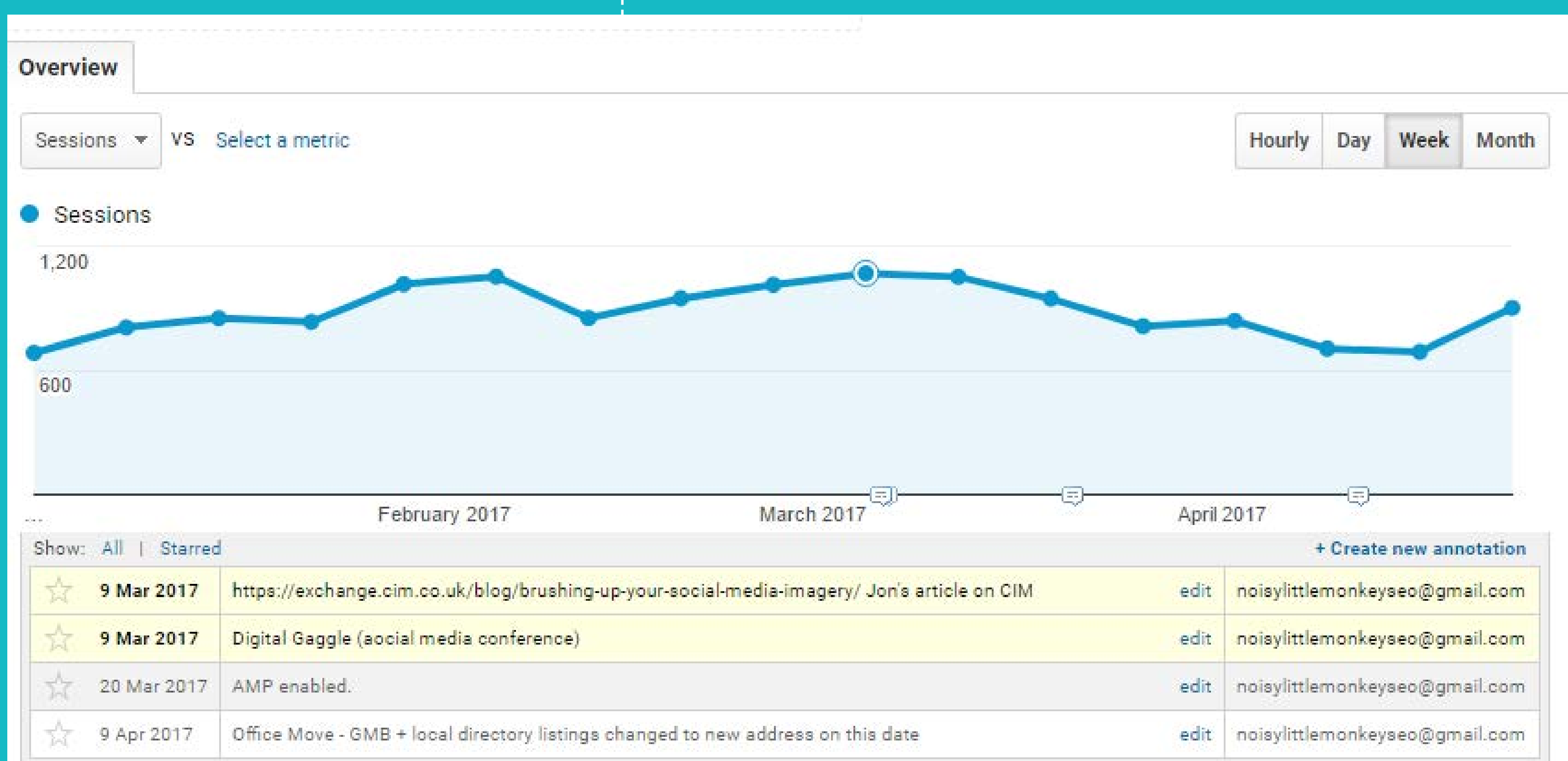
Google Analytics has a brilliant feature where you can annotate the graphs to reflect important events that may impact on the numbers..

Here's what it looks like in Google Analytics:

Check out this blog post on how to do it:

[*Annotating Google Analytics*](#) ⁷

Those emails you're sending out, that Facebook ad you ran last week... this time next year you'll have forgotten all about many marketing tactics you deployed. Annotating analytics enables you to see what works over time.



Social Media activity isn't tagged in Analytics

If you are interested in social media engagement, follower growth and shares, then the social media measurement tools are the place to go for this information. However, if you are interested in how social media translates into sessions to your website, you need to look at Google Analytics. Analytics will show you how many sessions came to your website from social channels - Log In to Google Analytics and navigate to **Acquisition > All Traffic > Channels**.

However, these figures show all social traffic, it can't distinguish between that beautifully crafted tweet you did or the Facebook post by your great aunt saying how pleased she is that you are gainfully employed with a link to your about us page.

If you want to see the impact of YOUR social media, then you need to tag the URLs you post. URL tagging is pretty straightforward. HubSpot, Buffer, Hootsuite and SproutSocial have their own utm tracking built in. If you don't use any of those, we've built a Chrome Extension called ***Professor Traffic***⁸ which does all the heavy lifting for you. The idea is to define the way that you want those links to be reported in Analytics so that you can see how many of your tweets lead to clicks to the website, or if your Facebook posts generated any sales.

Once you've started to tag the URLs you'll find all the data in in Google Analytics by navigating to **Acquisition > Campaigns > All Campaigns**

Campaign ?	Acquisition			Behaviour			Conversions	All Goals ?
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completion ?
	483 % of total: 14.90% (3.25%)	51.55% Avg for View: 75.02% (-12.05%)	249 % of total: 10.02% (2.46%)	69.98% Avg for View: 75.61% (-4.53%)	1.85 Avg for View: 1.76 (4.79%)	00:01:25 Avg for View: 00:01:09 (22.61%)	1.04% Avg for View: 1.03% (-25.55%)	% of total: 11.11% (4.00%)
SocialMedia-Learn-in-15	229 (47.41%)	31.12%	85 (34.14%)	71.62%	1.86	00:01:04	0.00%	0 (0.00%)
8163836_Digital Snapshot 19	79 (16.36%)	97.47%	77 (30.92%)	83.64%	1.90	00:01:02	0.00%	0 (0.00%)
Persona Guide - Aug 2016	49 (10.14%)	48.98%	24 (9.64%)	67.95%	1.82	00:01:08	4.08%	2 (40.00%)
social	46 (9.52%)	63.04%	29 (11.60%)	35.96%	2.93	00:01:30	2.17%	1 (20.00%)
Website Essentials - Mar 2016	38 (7.87%)	44.74%	17 (6.83%)	81.58%	1.50	00:00:31	5.26%	2 (40.00%)
Office-Move	13 (2.69%)	30.77%	4 (1.61%)	61.54%	2.15	00:02:13	0.00%	0 (0.00%)
April 2017	7 (1.45%)	57.14%	4 (1.61%)	85.71%	1.14	00:00:01	0.00%	0 (0.00%)

There are other relatively common issues, particularly around reporting on e-commerce, so if you are really stuck, invest in an expert to have a look over your setup. Trying to make decisions based on data you know is incorrect is pointless.

04

WAIT...

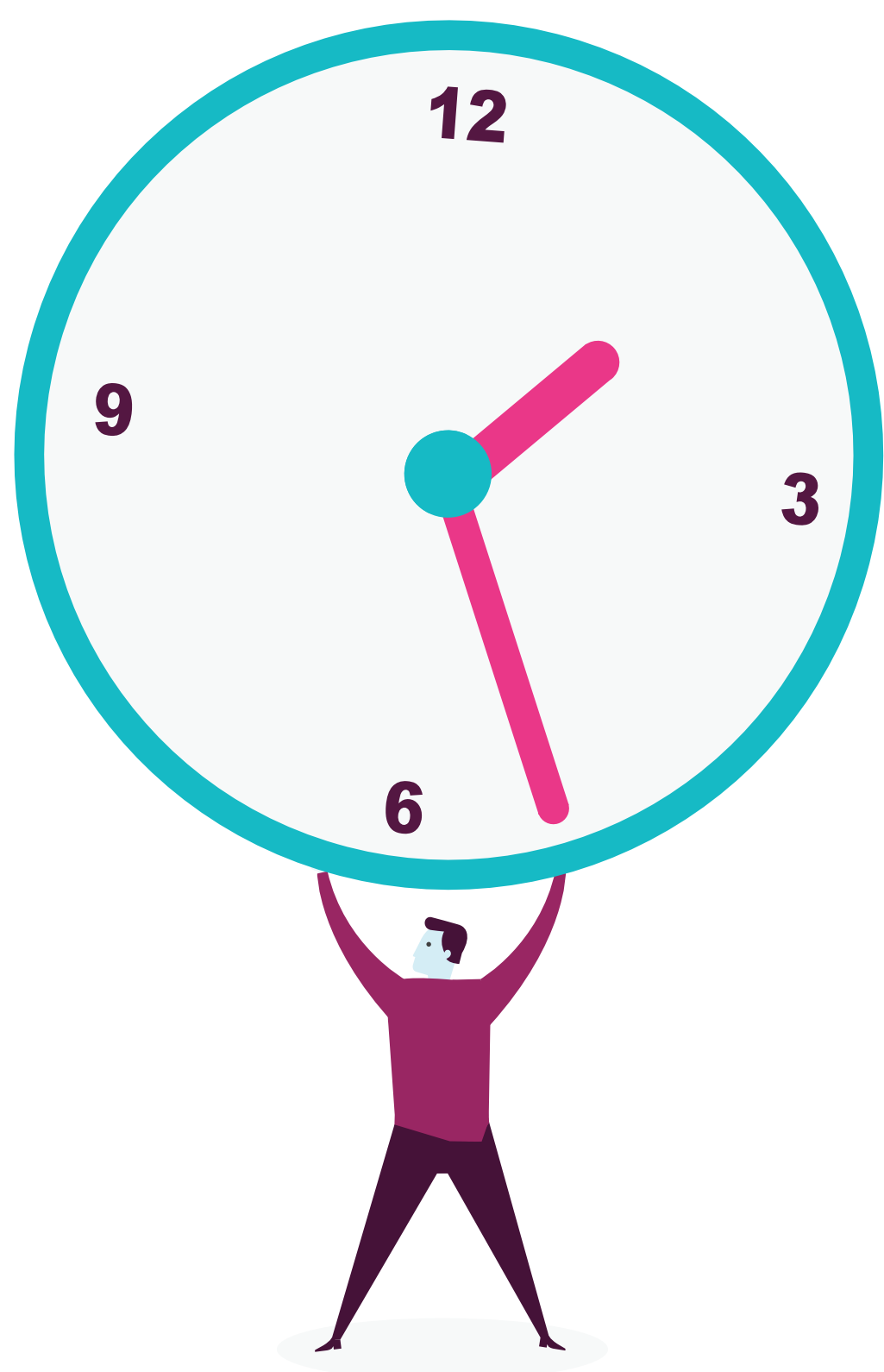
Seriously. If you are measuring the ROI on a campaign, you need to wait until the campaign is over to truly assess its impact. Moreover if you've only just started working on content to improve your SEO or outreach to build awareness on Social Media you're unlikely to see any results for 3 months.

Also if you've set up filters then you'll need to wait until the data settles down to get a true and accurate reflection of the results. Depending on the length of your typical customer's buying cycle this could be weeks or months.

Having said that, if you have done all this work identifying key measures and tools to track down the numbers, then why not report on them monthly? You could use the Google Analytics dashboard, but we prefer to pull out a bundle of key measures from different tools into a single document that tracks performance and helps us to assess the ROI of our campaigns over time.

**Hey - why don't you have it?
It's free, it's great and it's
right here:**

[!\[\]\(17413706fd4997a1a4bdf85c6864eee1_img.jpg\) **DOWNLOAD SOCIAL MEDIA
ROI SHEET⁹**](#)



05

PRODUCING & INTERPRETING REPORTS



Google Analytics



Hopefully by analysing what your business needs to measure, you've also defined a set of amazing reports that help you to measure them. If not, these are our favourite five ROI questions:

Where do I get most web sessions from?

- Web traffic by source [Google Analytics](#)¹⁰ or [HubSpot](#)¹¹

• *Where do I get most sales/leads from?*

- Web traffic by source sorted by revenue or lead [Google Analytics](#)¹² or [HubSpot](#)¹³
- Top referrers sorted by revenue or leads [Google Analytics](#)¹⁴ or [HubSpot](#)¹⁵

Which content is most effective at bringing people to the website?

- Landing pages, with a secondary dimension of source/medium [Google](#)¹⁶

Do I need to invest in a better mobile website?

- Desktop / mobile / tablet traffic [Google Analytics](#)¹⁷

And if you have AdWords, the key question is what clicks are most likely to turn into customers/leads:

- [Revenue / goal conversions by ad group](#)¹⁸
- [Revenue / goal conversions by search term](#)¹⁹



Conclusion

To sum it all up . . .

Calculating ROI can feel like a pointless battle, but actually it is a reminder that all your digital marketing is an investment. Where you put your time and effort should be determined by what you want to achieve - what you REALLY want to achieve. It's very easy to be seduced by stats like more sessions to the website or greater follower growth, but if that doesn't translate into leads or sales, you've got to question the return on investment. Equally if your goal is brand awareness then, forget about sales and leads, and measure your ROI in terms of mentions and reach.



Appendix - Links to Resources

1 - Defining Success - Measurement Framework Guide

- <https://www.noisylittlemonkey.com/roi-measurement-framework>

2 - Defining Success - Creating Buyer Personas Guide

- <https://www.noisylittlemonkey.com/free-persona-guide-and-template>

3 - Measures & Tools - Setting Up Google Analytics

- <https://support.google.com/analytics/answer/1008080?hl=en>

4 - Measures & Tools - Setting Up E-commerce Tracking in Google Analytics

- <https://support.google.com/analytics/answer/1009612?hl=en>

5 - Measures & Tools - Setting Up Fixed URL Goals in Google Analytics

- <https://support.google.com/analytics/answer/1116091?hl=en#standard>

6 - Checking The Data - Connecting Google AdWords & Google Analytics

- <https://support.google.com/analytics/answer/1033961?hl=en>

7 - Checking The Data - Annotating Google Analytics

- <http://www.noisylittlemonkey.com/blog/beginners-google-analytics-annotating-marketing-activity>

8 - Checking The Data - Professor Traffic

- <https://chrome.google.com/webstore/detail/professor-traffic/kjpcccjghfeaclemdjgebbojcmfcbn-ca?hl=en-GB>

9 - Wait - Download Social Media ROI Sheet

- <https://www.noisylittlemonkey.com/social-roi-sheet>

Appendix - Links to Resources

10 - Producing and Interpreting Reports - Where Do I Get Most Web Sessions From? (Google Analytics)

<http://www.noisylittlemonkey.com/blog/beginners-google-analytics-how-do-people-find-my-website>

11 - Producing and Interpreting Reports - Where Do I Get Most Web Sessions From? (HubSpot)

<http://www.noisylittlemonkey.com/blog/hubspot-analytics-beginners-how-do-people-find-my-website>

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