

# **Social Media Metrics that Prove Value**



# Hello!

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# What My Work Day Looked Like



# What it Looks Like Now

 Reporting

 Retargeting

Traffic Campaigns 

Making Clients Money   
Lead Generation 



# **The State of ROI in Marketing, PR & Social Media**

# Marketers Don't Know Their Own Value



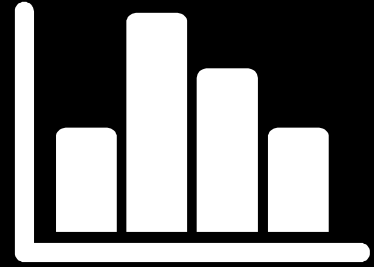
- Only 10% of marketers strongly agree that they can measure ROI
- 3 in 5 marketers don't regularly talk ROI with their boss
- 55% cite measuring ROI as their biggest challenge



*80% of the results come  
from 20% of the effort*

- **The Pareto Principle**

# The ROI Equation





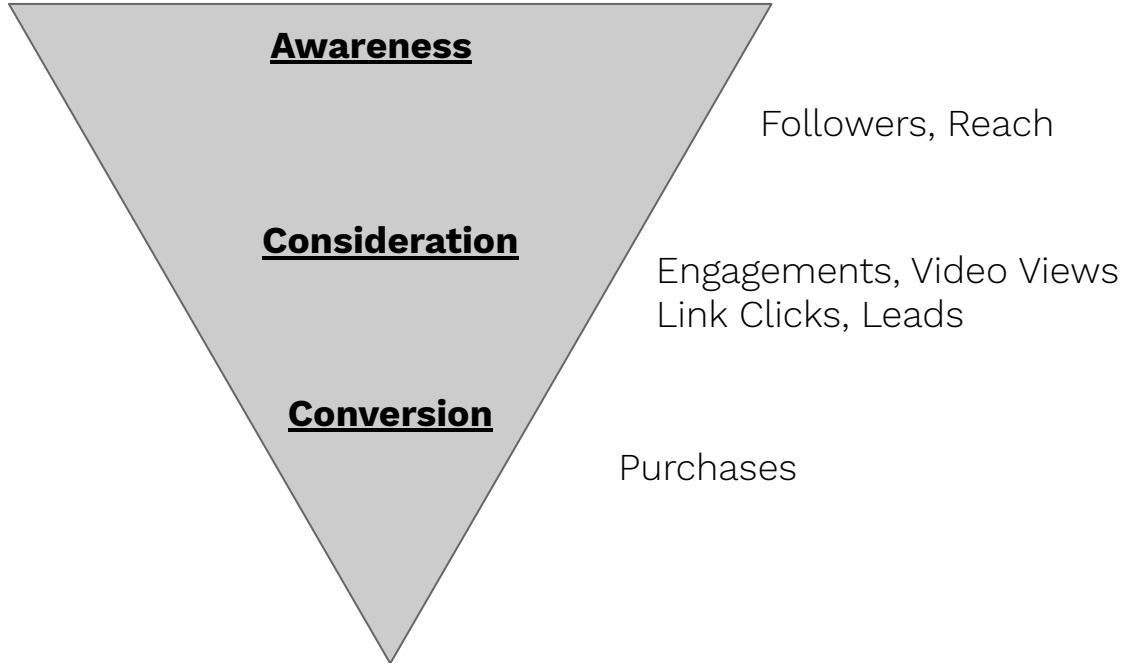
# ROI Equation

$$\frac{\text{Profit}}{\text{Costs}} \times 100$$

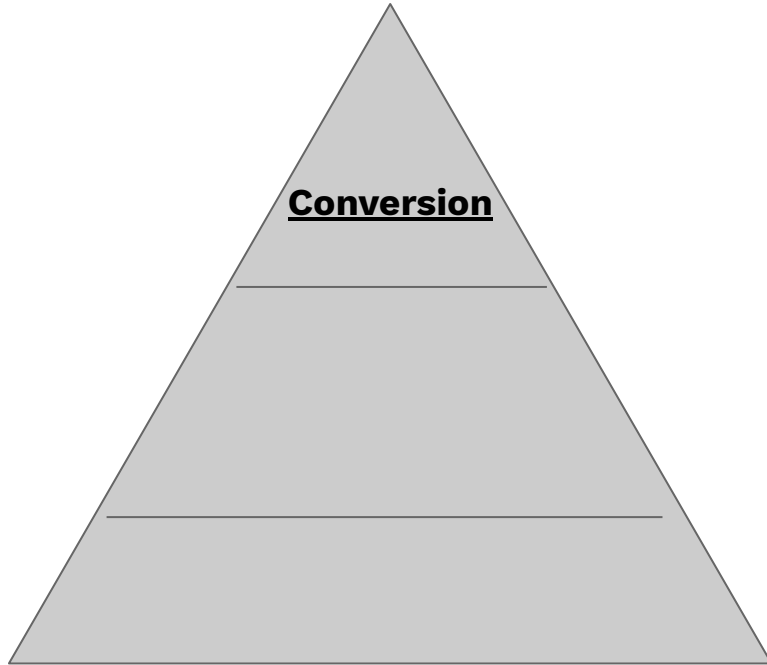
(Gains-Costs)

$$\$10k/\$5k=2 \times 100=200\% \text{ ROI}$$

# Marketing Funnel

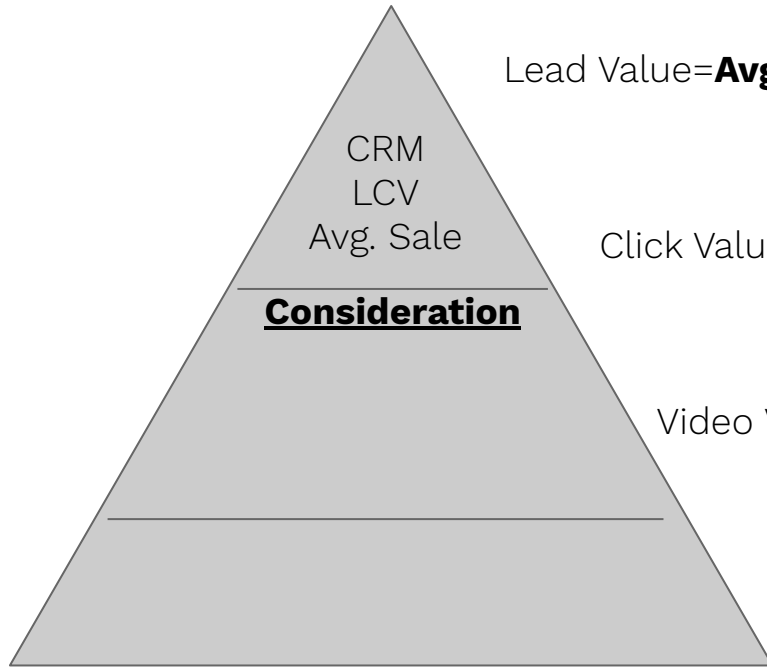


# Work Backwards



1. CRM
2. LCV
3. Avg. Sale

# Work Backwards



Lead Value=**Avg. Sale** x Conversion Rate (of Lead to Sale)

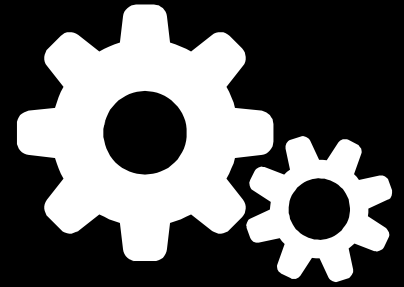
$$\$100 \times .10 = \mathbf{\$10/Lead}$$

Click Value=**Lead Value** x Conversion Rate (of Click to Lead)

$$\$10 \times .04 = \mathbf{\$0.40/Click}$$

Video View Value=**Click Value** x Conversion Rate (VV to Lead)

$$\$0.40 \times .10 = \mathbf{\$.04/Video View}$$

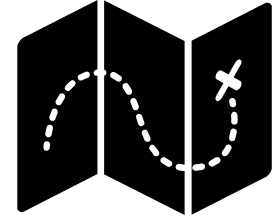


# How it's Done?

# Simple ROI Focused Customer Journey



# It's Really This Simple



	Offer (Lead Gen)	Upsell (Convert Now)	Deliver
Car Dealer	<b>50 \$300-\$500 Coupons</b>	<b>Call Now for +\$200's Off</b>	<b>Coupon Code</b>
Software	<b>2 Month Free Trial</b>	<b>Demo for 3rd Month Free</b>	<b>Start Trial: Training Video</b>
Gym	<b>Free \$75/Month</b>	<b>Buy 1 Get 3 PT Sessions</b>	<b>Membership Area</b>

# Questions?



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