

# HOW TO INCREASE REVENUE **FAST** WITH LOW COST AND ACQUIRE NEW CUSTOMERS



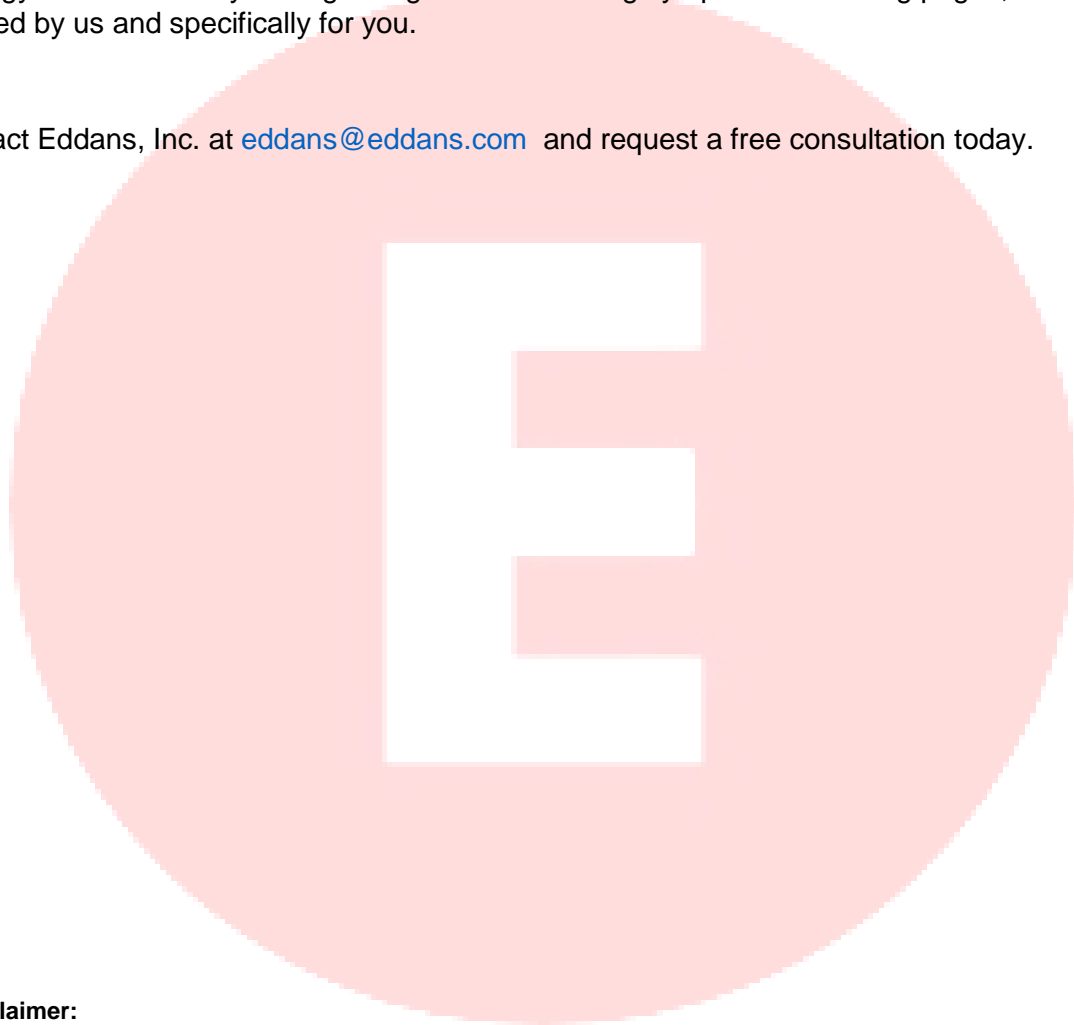
## Table of Contents

INTRODUCTION.....	3
Search Engine Strategy.....	5
Content Marketing .....	6
Social Media Marketing (SMM) .....	6
Email Marketing.....	7
BUILDING AN IDEAL CUSTOMER PERSONA.....	7
They Value What You Do .....	7
They Are Willing to Pay You .....	8
They are Easy to Work With.....	8
They Expand Your Knowledge.....	8
They Can Introduce You To New Customers .....	9
FACTORS TO CONSIDER IN INCREASING BUSINESS SUCCESS .....	10
ON-SITE CONVERSION OPTIMIZATION (CRO).....	14
Why Is On-Site Conversion Ratio Optimization Important? .....	15
Benefits of CRO:.....	15
LANDING PAGES .....	16
Why Landing page is always better than a Home page? .....	16
CUSTOMER RETENTION TACTICS .....	19
IMPORTANCE OF MEASUREMENT AND ANALYTICS.....	20
Why study and analyse web analytics? .....	20
a. <i>website visitors</i> .....	20
b. <i>how they came to your website</i> .....	20
c. <i>what they did while surfing your website</i> .....	21
d. <i>online revenue measurement</i> .....	21
And one more fabulous reason! .....	21
CONCLUSION.....	22

## About Eddans Marketing

Eddans, Inc. ([www.eddans.com](http://www.eddans.com)) is a successful Chicago-based digital marketing agency, working primarily with small and medium-sized businesses. We are focused on conversion optimization, sales generation, and customer acquisition. Our experts have been involved in digital marketing for over 15 years and are certified for Google Adwords, Content Marketing and SEO. Our collaboration begins with identifying your ideal customer, creating a marketing strategy and followed by driving a targeted traffic to highly optimized landing pages, custom created by us and specifically for you.

Contact Eddans, Inc. at [eddans@eddans.com](mailto:eddans@eddans.com) and request a free consultation today.



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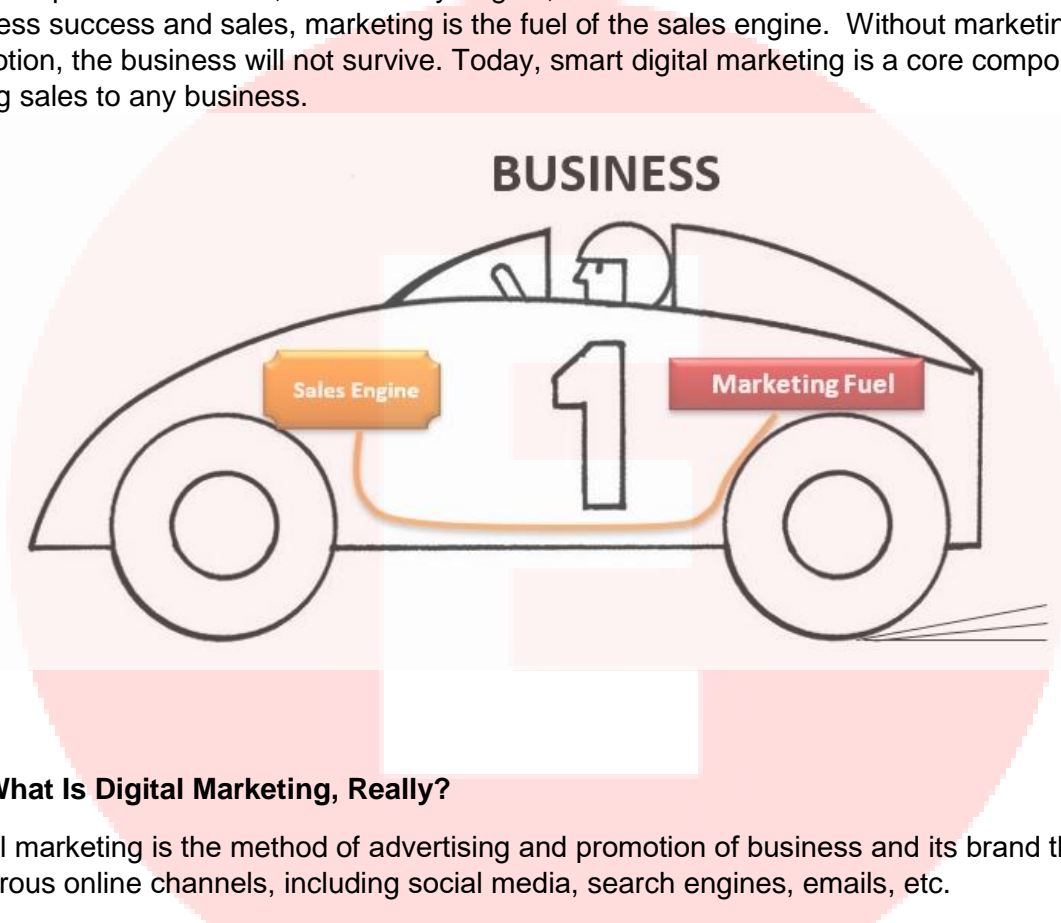
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# INTRODUCTION

## Marketing is a fuel for your Sales engine.

It does not really matter what your business offers to your clients. It can be a product or service. One way or another, you need sales! The business cannot move forward without sales.

Imagine your business as a CAR and you are in it. The Sales is an engine of your CAR and the main component. However, like with any engine, it cannot run without fuel! When it comes to business success and sales, marketing is the fuel of the sales engine. Without marketing and promotion, the business will not survive. Today, smart digital marketing is a core component of driving sales to any business.



## But What Is Digital Marketing, Really?

Digital marketing is the method of advertising and promotion of business and its brand through numerous online channels, including social media, search engines, emails, etc.

This leaves only various forms of person-to-person (P2P) marketing, print advertising and direct marketing outside of the digital marketing umbrella. Even then, print ads, direct mail, print directories, billboards and posters are all starting to connect to their digital counterparts. With items like online landing pages, QR codes, online directories and text codes, the off-line, traditional marketing and advertising almost always has a digital marketing connection.

Today, companies, organizations, and institutions of all kinds cannot properly achieve their business goals, reach target audiences, advertise products, services, ideas and to acquire new customers without use of digital marketing strategy and tactics.

Business owners, sales managers and marketers must understand what digital marketing entails in order to satisfy business objectives at any given time.

This e-book will help you to have a balanced knowledge of digital marketing in a short period of time and to skyrocket your business to a whole new level. Even, if you are already familiar with digital marketing or a marketing expert yourself, you may find here a lot of useful recommendations, which can further improve your skills.

## Why digital marketing is vital to any business?

We live in the digital world and from this perspective it is significant that your business has magnificent presence in the digital space. Digital marketing is the marketing future across the world, full of advantages as compared to traditional marketing. The following are just a few reasons why digital marketing is important for your business:

- More cost effective as compared to traditional marketing.
- Capable to find and precisely target a proper audience
- Delivers more conversions and clients in much shorter period of time.
- Helps in generating more revenues from different digital channels.
- Facilitates virtually instant interaction with targeted audience.
- Caters to mobile customers.
- Can be used for a precise local advertising
- Easily trackable and measurable.

All these reasons show that digital marketing or digital modes of communication are quicker, result driven and more adaptable form of marketing compared to a traditional marketing.

## Formula of Business Success

Every business has a Formula of Success. It is a common sense statement of how the company will achieve success. Yet, it is more than just a statement of what business the company is in: it's a recipe for how the company can be profitable in that business on a sustainable basis.

It provides a coherent framework for establishing management practices, and for experimenting and adapting to sustain success.

A formula described below shows that a Formula of Success is simple and common for most of the businesses – the genius that drives successful companies.

In general, there are only TWO main components in the formula of business success! Once you understand them, you can simply focus on each component and win the game.

**Business Success = Targeted Traffic X Conversion Ratio**

*Targeted traffic or prospects* are People, Who Are Looking for Your Product or Service and Visit Your Website

*Conversion Ratio* is average percentage of conversions (Sales or Hot Leads) per 100 targeted prospects

Based on the formula above, it is clear that an increase of either component can lead to the sales increase and as a result to the business success improvement.

### **Targeted Traffic**

There are many ways and tactics to bring targeted traffic to your website. However, not every tactic will have the same effect and return on investment (ROI). Nevertheless, it is essential to test as many ways as possible in order to find the best and focus on them. The more traffic streams and channels are used, the higher the number of targeted traffic and, as a result, conversions. We will review the most popular and effective traffic channels below.

### **Conversion Ratio**

In order to increase the conversion ratio and convert your targeted traffic into sales or hot leads, you must assure that they

- a) Like your offer
- b) Trust you
- c) Do not leave your website without buying or leaving their contact information

In many cases it is much cheaper and by far more effective to increase conversion ratio of your business than increase traffic, and, as a result, improve your revenue.

## **MOST EFFECTIVE TARGETED TRAFFIC CHANNELS AND TACTICS**

### **Search Engine Strategy**

Search Engine is the most effective and comprehensive tool to grow your business and drive more traffic to your website in an increasingly competitive market. With millions of people visiting search engines daily, looking for certain products or services, it is obvious that your ideal customers are among them as well. It is much easier to sell to someone looking for your product or service than to offer it to someone, who have not even thought about it.

There are two way to utilize Search Engine Strategy:

1. SEO (Search Engine Optimization). It requires to optimize your website in such way, that it will appear on top of search engine results, beating your competition and, in many cases, millions of other websites. It is a very time-consuming approach and results are not guaranteed. In fact, with millions of sites fighting for the top position on the major search engines and with constant adjustments of search engine algorithms, getting on top is becoming harder and harder and, in many cases, very expensive. Also, the traffic may not always be very targeted. The benefit of SEO is that all clicks on the links are free and there is no additional expense, when people visit your site this way.
2. PPC (Pay-Per-Click). When time is money, the PPC is a very cost effective and the fastest way to show your business to your prospects. It is a paid advertisement of your business thru search engines, in a highly targeted and focused way. If done right, it can provide with with a very high ROI.

With lots of businesses presented on digital platforms and all of them keeping their eyes on the same, it is significant to advertise online, and PPC is one of the best ways to promote or advertise your business. Since it is done through paid effort, it is also called as Paid Search Marketing.

## **Content Marketing**

Content creation is an effective marketing method and even after the latest changes in Google's algorithms, a valuable content can drive traffic to your website. Content can be presented in many ways, such as blogs, e-books, case studies, how to guides, question & answer articles, banners, infographics, images, news updates, videos or content for social media sites.

You can create content on any topic related to your business (if you are creative), and then skillfully link it to your business indirectly. The content should be professionally written and search engine optimized.. There are many Content writers as well as Content Marketing agencies which not only write the content in the professional way but also promote it on digital media to create brand awareness and bring traffic, which in turn convert to your customers.

## **Social Media Marketing (SMM)**

Social Media Marketing uses social networking sites (like Facebook, Instagram, LinkedIn, Twitter, Pinterest etc.) as a tool of promoting websites and bringing traffic towards your business.

The basic goal of SMM is to engage or communicate with the users, increase brand visibility and reach more customers. Having an active Social Media Presence (engage on daily basis) has become an invaluable part to expand your reach, which as a result will build your own reputation and brand.

## Email Marketing

Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people towards the business' website. Emailing is one of the easiest and inexpensive ways to advertise your business and products or services. Emails can be sent to visitors, leaving their contact information on your website; to your OPT-in ebook or newsletter subscribers; to your existing customers in order to sell more or cold emails (purchased email list). Below are some of the reasons how email marketing can help in growth of your business:

- Email has wide reach
- Email delivers your message directly to prospects
- Email drives conversions
- Email may result in higher ROI (Return on Investment)

## BUILDING AN IDEAL CUSTOMER PERSONA

When you need to grow your business, the first step is to identify your ideal customer. For example, figuring out the perfect customer when you're creating your marketing and sales plan helps you target the right people. While you can't always choose who you do business with, when you do have control, identifying the right customer brings more profits to your company.

### They Value What You Do

There's no sense in marketing your business to people who don't find what you do valuable or necessary to them. That's like trying to sell dog food to a cat owner; no matter what your value proposition or price, they're going to ignore you. Just like cats.

Instead, clearly identify the people who want the outcome that you deliver and create a sharp, compelling message that starts a conversation with you.



## **They Are Willing to Pay You**

Rule number one of sales and marketing: choose customers who have money and are willing to pay for what you do. This concept builds on the first idea in that not everyone who values what you do has the ability to pay you, resulting in a common sales problem, they need you but have no budget.

Many sales people get stuck in this time suck that they could easily avoid by asking about money early in the discussion. Another way to do that is publicize typical budgetary ranges for your deals.

## **They are Easy to Work With**

There are certain customers who are a royal pain to work with. They are demanding, abusive, and nit-picky. They are going to squeeze you on price at every turn and suck up all of your time and resources.

Either avoid them or charge them enough to make their behavior palatable. They are probably the perfect customer for your competitor. There are some customers that are just not worth your business.

Instead, find customers with a culture that is easy to work with, will play fair, and value a civil work environment.

If you discover that a customer isn't a good fit, say so. "Based on what I've learned about your company, I don't think that we can serve you the way that you deserve to be served. May I recommend a different supplier?" Give them a business card from your most hated competitor. Sweet revenge.

## **They Expand Your Knowledge**

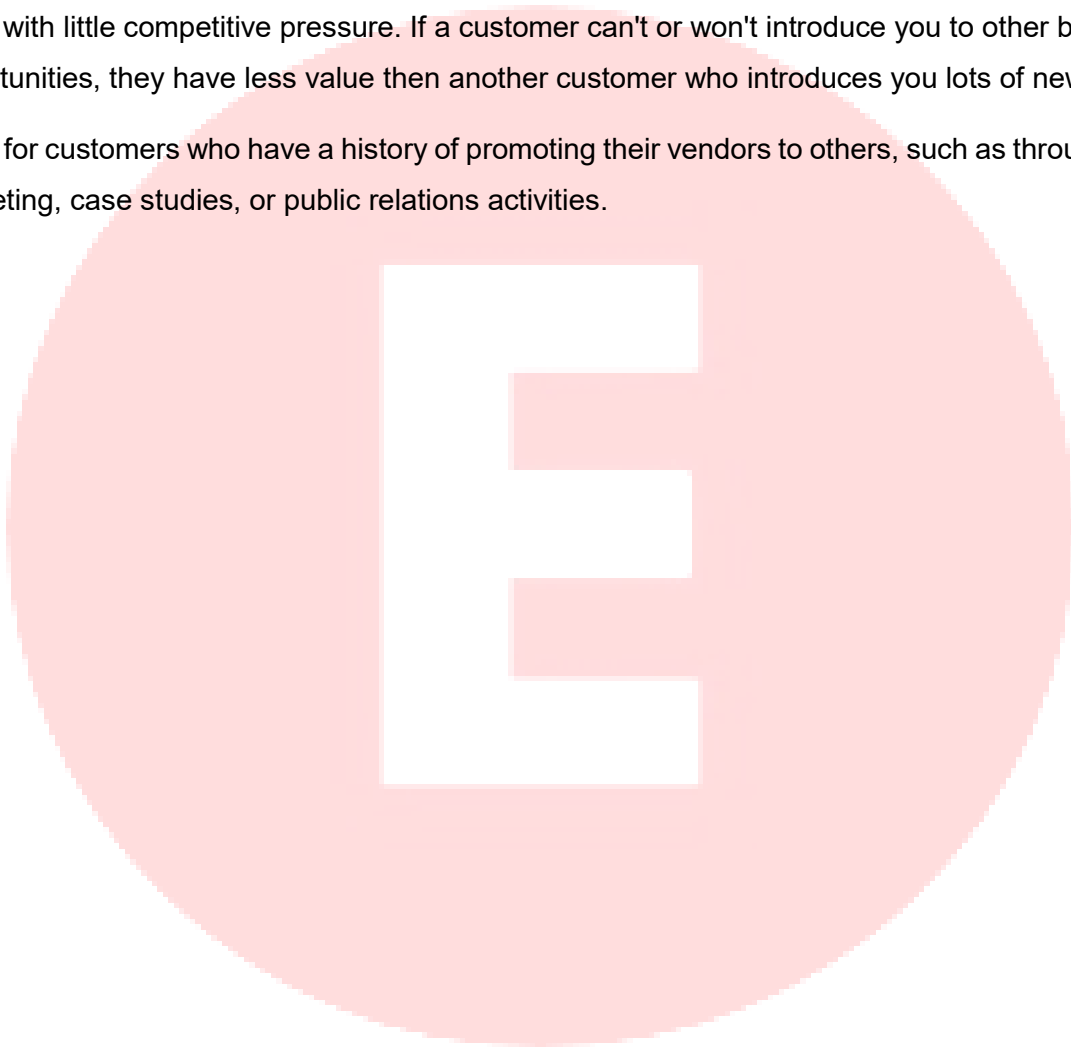
Working with the same group of customers doing the same thing over and over may be appealing. Yet, if you don't grow, you'll be overtaken by a competitor that does. More than one-sales person has been shocked when replaced after they thought they did a great job. They may have, but they didn't keep expanding their value.

Instead, look for situations and customers that stretch and challenge you. They will make you and your product better. Plus, they'll keep your team from getting bored and complacent. Comfort creates a competitive opening.

### **They Can Introduce You To New Customers**

The best source of new business comes from referrals because it's the lowest cost and highest value with little competitive pressure. If a customer can't or won't introduce you to other business opportunities, they have less value than another customer who introduces you lots of new deals.

Look for customers who have a history of promoting their vendors to others, such as through joint marketing, case studies, or public relations activities.



# FACTORS TO CONSIDER IN INCREASING BUSINESS SUCCESS

Providing value and quality service are the central pillars for all businesses regardless of whether they are operating off-line or on-line. There is, however, a temptation for online businesses to disregard this most important aspect of business because of the vast number of customers they are able to reach. Providing quality service should be the key in your attempt to grow your customer base.

## Let your FREE offering be a FREE offering

The internet is a wonderful resource that makes our lives easier. While anyone can go online and get virtually anything they want, there are those who use the internet to trick others and make a quick buck.

People know and expect that things that are called 'free' will ultimately usher in requests to buy something. There is nothing wrong with that - it is part of doing business on the internet. It, however, may sound 'scamish' if it is done too soon or with no value. Upholding good business practice and ethics is crucial in making your customers happy. While it is true that some people only want freebies, others genuinely want to follow you, learn from you and somehow buy something from you to appreciate what you have done for them. These are customers who will stay with you for a long time and refer more people to you. This is part of providing quality service to your online customers.

Handling this part right will help reduce Opt-Outs and keep your Opt-In mailing list steady and growing. This practice provides an opportunity to connect with your online customers on a much deeper level - an emotional one. If understood and properly implemented, it could help you create customers for life. Quality in information or digital products has to do with purpose and sense of meaning that your products are imparting to your customers, something that enriches the lives of your online customers, improve their experience, and give them a greater sense of what they are capable of achieving. Whatever you decide to give away for free must be valuable, enlightening and empowering.

## **Ease of access and usability**

Technology has revolutionized the business world and in so doing affected our lives. Unfortunately, most business people think that complexity is witty and an indication of being superior. They design complex and sophisticated systems and programs that can only be operated by the few techno-savvy people and they wonder why their products are not selling that much. Simplicity is underpinned by easy access, prompt delivery and ease of use. Anyone can go online nowadays and find similar products and services to be simpler, easier and quicker. Make your customer's shopping or website browsing experience convenient and pleasurable by simplifying their experience. Convenience, relevance and ease of use are often more important factors to customers than just the price.

## **Respond promptly to queries**

With the vast global places that the internet is able to reach, the temptation is 'why waste time on one or two people complaining about the product?' when we could be pursuing billions of others who can buy it. The fact that there is 'really' no place to report internet business owners one is aggrieved with, encourages many to go about robbing others with little or no consequence at all. An online business should be the business owner's lifeblood. No business can survive without customers and if customers are that important they must be looked after.

## **Maintain Your Business Via Good Customer Relations!**

Customer relation is the art of dealing with the customer in such a way that the customer feels welcomed and appreciated. Entrepreneurs should be very much interested in what will make their customers happy about the services and products that they offer. Customers are the 'ingredients' that keeps an enterprise running and therefore should be treated with the greatest care as if they were eggs. Customer relations focus on how to win and maintain customers for the enterprise.

There are certain factors that owners and workers who serve customers should take note. They have to be nice to the customer. Any prospect has the purchasing power to buy today, tomorrow or another time. Customers have to be treated in such a way that they would always like to come back to do business with you. The customer service personnel should make sure that clients come back again.

Though, it may sound obvious, they should not be rude to the customers either in words or actions. The customers should not in any way feel insulted or disrespected. It should be in mind that in business, the customer is always right.

Furthermore, the entrepreneur and his team should make sure that their enterprise does not earn a bad name. This can happen if the workers argue or quarrel with customers. This is very wrong because the customer would stain the image of the enterprise to others. This should never be done in any enterprise that is poised in making progress in business.

In addition, the customer is a guest of the enterprise and must be treated as such. The workers of the enterprise should go an extra mile in showing hospitality to clients after delivering the products or services effectively.

If you did something that didn't end up working, you should repair it. A quick way to lose a client forever is not admitting that you are at fault and not fixing your own mistakes. You should always strive for a high-quality output. Not taking responsibility for your own mistakes is a sure-fire way of gaining a bad business reputation. Transparency is important in any business. Apologize and bear the cost of producing another product if the first one produced could not satisfy the customer as a result of your own poor workmanship.

***a. Listen to Your Clients***

It is important to really listen to what your clients are communicating to you. Understand what they are saying and ask for clarifications on things that might be ambiguous. Clients might be unfamiliar with certain terminologies in our profession, and what you think they mean might be different to what they actually mean. Listen to what their needs are, and then offer your suggestion on the best way to go about fulfilling their needs.

***b. Keep Your Promises***

If you say you're going to do something, make sure you do it. It's part of being a professional. If you need more time on something, you should let them know as soon as possible, not after you've already missed the deadline. Honoring your commitments is very important.

***c. Don't Confuse Clients with Jargon***

Try to explain whatever the problem is as best as you can without making the client feels stupid. When proposing a solution, make sure you state it in terms they understand.

**d. Be Patient**

Some customers are quite troublesome. There is the need to exercise great patience with them while keeping tempers under control. If you feel that the client is overstepping his or her boundaries, let him or her know in a cordial and professional manner. It will be very bad to start yelling and cursing at the people you make a living from. Maintain professionalism at all times.

**e. Know Everything You Need to Know**

You are a paid expert. People are giving you their hard-earned money to do something they believe you have a high level of mastery in executing. You need to keep yourself up-to-date with the profession and always be ready to answer questions your client needs to know. If you exhibit signs that you don't know your craft inside out, you risk the chance of ruining your professional reputation.

**f. Put Yourself in Their Shoes**

Workers in an enterprise should ask themselves this question: 'If I were in the shoes of my customers and were being treated the way I am treating them, would I have enjoyed that experience?' If our answer is 'yes' then we are doing a good job. On the other hand, if our answer is 'no', we have to work harder to improve our customer relations. It is important to **constantly** evaluate our customer relations so as to provide good and efficient services to the 'blood of our enterprise', our cherished customers.

## ON-SITE CONVERSION OPTIMIZATION (CRO)

CRO is the method of using analytics and user feedback to improve the performance of your website. CRO can be used to improve any metric on your website that's important to your business—often called key performance indicators (KPIs)—that you're trying to improve, but it's often associated with acquiring new customers, registrations, downloads, etc. Put another way, it increases the percentage of website visitors who experience the “aha moment” (or the must-have user experience) that turns passive browsers into valuable conversions.

At its most fundamental, CRO means figuring out what users are looking for when they arrive at your site and then giving that to them. CRO takes many different forms, based on the KPI you're trying to improve. Sometimes this involves making your call-to-action more apparent or placing it on a traffic-heavy (but under-optimized) page. At other times this means removing or relocating unnecessarily complicated or time-consuming steps from your conversion funnel, as the added friction can prevent a conversion from ever happening.

Conversion rate optimization requires time and resources and, if you're doing it right, testing.

There are a number of things you can do to increase your conversion rate, among them:

Write compelling, clickable PPC ads that are highly relevant to the keyword/search query and your intended audience. All the better if you're targeting high-intent mid-tail and long-tail keywords that indicate a searcher who is late in the buying cycle, as those consumers are more likely to convert.

Maintain a high degree of relevance between your ads and corresponding landing pages. Your landing page should deliver on the promise of your ad (the call to action) and make it easy for the searcher to complete that action, be it signing up for a newsletter, downloading a white paper or making a purchase.

Test your landing page design. Conduct A/B testing to find the right layout, copy, and colors that push the highest percentage of site visitors to fill out your form, call in, or otherwise convert to a valuable lead or customer.

## Why Is On-Site Conversion Ratio Optimization Important?

Conversion ratio optimization is important because it allows you to lower your customer acquisition costs by getting more value from the visitors and users you already have. By optimizing your conversion rate you can increase revenue per visitor, acquire more customers, and grow your business.

For example, if a landing page has a conversion rate of 10% and receives 2000 visitors a month, then the page will generate 200 conversions per month. If the conversion rate can be improved to 15% by optimizing different elements on the page, the number of conversions generated jumps by 50% to 300 per month.

There is always room for improvement when it comes to increasing conversions, and the best companies are constantly iterating and improving their sites and apps to create a better experience for their users and grow conversions.

### Benefits of CRO:

- Take advantage of existing traffic without spending cash on ads
- Build more trust among your audience
- Encourage repeat business and, by extension, customer retention
- Generate more revenue that you can inject back into the business
- Steal more customers from your competitors
- Better understand your customers' wants and needs
- Reduce customer acquisition costs
- Improve brand perception



# LANDING PAGES

Landing pages, while related to sales page, are not trying to sell anything. They are honey to visitors and often minimalist in design, stripping out many elements of web page design in exchange for a sharp focus on a product or service. The main purpose of a landing page is to get the visitor to either Buy your product or Leave their contact information or just leave the site. There is no other information provided beyond this point. There are no distractions, just these these options.

Keep it simple! Don't over complicate your landing page or you will drive customers away. They are easily bored these days! It needs to get to the point within 3 seconds or they're gone.

Keep the content original. Don't copy and paste from other websites because Google or other search engines can pick up on this and frown upon it. Even the search engine spiders are becoming more and more sophisticated so genuine materials only please! Besides, it will come across as more authentic if it's from the heart.

Try using video links. A landing page with video links is always a great way to interact with customers. They are drawn in by visuals and they feel a part of your site more quickly than if they are faced with a wall of text.

Make sure the link to the landing page works! Sounds obvious but how many broken links have you clicked on in your endeavour to find out more about a special offer or promotion?

## **Why Landing page is always better than a Home page?**

So why is a landing page so important? Simple, to build your list. Whatever type of business you are in, you need a workable list of your prospects names and contact information. With the Internet only a name and e-mail are often required!

Your prospects are bombarded almost every minute of the day with all forms of advertising. It is to the point that we have actually turned off that sensory input. So, if you are relying on traditional marketing, then chances are you aren't even getting through to most people.

Building a relationship with your prospects is a much better choice of action. Did you know that the average person will need to see you or your offer over 25 times before they are even comfortable making a purchase from you? How often do you think that they actually remember to come back to your site, once, twice, maybe. But 25 times? Statics show that very few people make a purchase on their first visit. It's actually around 0.2%! They don't know you and they don't trust you yet.

In using a landing page you can offer them valuable information in exchange for their name and email. Then you start building a relationship with them over a period of time. Increasing the amount of time that they see you and your product! You market to them with your newsletters, e-zines, your goal at this point is to keep your name in front of them.

The quality of your individual landing pages can have a dramatic effect on conversion rates. Creation and use of specifically designed landing page are the essential parts of a CRO strategy. As an example, a prospective client stumbles across your page as the result of a specific search query. If the content and offering of that page aren't relevant to what they were looking for or expecting to find, they will return to their search and you will lose that lead. And the negative effects don't stop there!

Landing pages are especially vital for PPC marketing, where every visit of the prospect to your website costs you money. A good landing page can increase return-on-investment drastically; increase conversion and even drop the cost per click! On another hand, poorly constructed landing pages can cause your PPC Quality Score to drop, which will in turn raise your cost per click, cost per action, and reduce your ad rank so that it's harder to win spots in Google's ad auction process.

So, what makes a good landing page? Common best practices for page design include few key elements:

### **a. Compelling Headline**

Create a striking headline that is relevant to your PPC keyword and compels prospective clients to remain on the page to fulfill your desired action.

### **b. Concise, Targeted Copy**

The content of your page should clearly communicate your offering, and speak directly to the keywords associated with that ad group. Use bulleted lists to prevent copy from becoming too lengthy or overwhelming.

### **c. Eye-Catching, Clickable Call-To-Action (CTA)**

Make sure your CTA button stands out visually, appears clickable and uses short, gain-focused text.

### **d. User-Friendly Lead Capture Form**

A good form includes all the fields needed to fulfill your offer, but not so many that prospective clients are visually overwhelmed. Think carefully about what information is truly necessary to capture as you build your form.

### **e. Attractive overall design**

Landing pages should be clean and uncluttered, which conveys both trustworthiness and professionalism to prospective clients. Design should also be consistent with your brand in order to prevent a disjointed browsing experience for visitors.

# CUSTOMER RETENTION TACTICS

An activity that is undertaken to enhance the level of customer satisfaction in an organization is called customer retention. The process of a successful consumer retention starts at the initial contact a customer has with an organization & continues all through the life cycle of this association. An organization's capability to engage prospects and retain customers is not only due to the satisfactory products or services, but also, because of a strong retention strategy. The way an organization serves a customer and creates an identity or reputation in the industry affects the loyalty of a customer towards that brand.

By giving a customer more than their expectations can only make them a loyal advocate for a brand. Many organizations are adapting new and innovative methods to offer value to a customer. One of the ways to increase the retention rate is to create customer loyalty programs. This enables an enterprise to focus on giving more value to a customer and increase its customer base rather than just following a strategy of making profits. In order to stay ahead of competitors, entrepreneurs build up a key differentiator, such as an excellent customer service.

A good customer retention rate directly influences the profitability of a business. Research shows that satisfied customers generate more revenue than new customers as they do repeat business with a trusted brand. This helps an entrepreneur to retain a consumer and increase their returns on investment. The total amount of customers retained in comparison to the total amount of customers who cancelled the services decides the retention rate of an organization.

Regular communication with customers and giving them special offers also enhances their level of interest in a brand. Either by giving a value-added service or by offering a discount or something an organization looks to sustain their existing base of clients. Loyalty programs and rewards also help a consumer to stick to a brand. However, most importantly a good customer service can really engage a customer.

Customer retention strategy is rooted in loyalty. That loyalty is driven, not surprisingly, by what you know about your customers' needs and what you do in response. Businesses that want to be "best in class" focus on understanding the real needs - and intrinsic value - the customer derives from doing business with their company.

# IMPORTANCE OF MEASUREMENT AND ANALYTICS

Website traffic is simply the amount of website visits or hits in a time range. The total number of website hits or visits is the basic analytic for any website or blog. However, the digital analytics systems include much more complex, advanced and larger attributes and elements in the website traffic.

## Why study and analyse web analytics?

This question might be playing in your mind - Why to study web traffic? What it would offer me or my business? The short and simple answer is the study of web traffic can give you immense and deep insight into how your online marketing or digital branding campaigns are performing and in turn, it would help you reshape your marketing strategies to better fit your targets. However, the study of web traffic offers more than you expect from it. It gives you a detailed and deep insight or data that you can bank upon. It gives you look into where are your visitors and where they are coming from. And it also offers you insight on your online sales, marketing, branding and geographic reach.

Let's take a look at what you can get from web analytics in details

### ***a. website visitors***

Web analytics provides you detailed information about your website visitors. You can know how many visitors visited your website and how many times for a particular period of time. Moreover, you can also know where they came from - their geographic data such as their country/region, city etc. and their frequency of visiting your website.

### ***b. how they came to your website***

You can also know how they landed on your website - i.e. whether they came to your site via search engine by searching for a keyword or opened your website directly in their browser or via email links or any other referral link such as newsletter link, online advertisement link etc. Modern web analytics tools allow you to see where they go on your site. This is also known as visitor behavior on website.

### ***c. what they did while surfing your website***

Apart from this, you can also get report about a visitor's activity on your website. Many web analytics tools like Google Analytics provides advanced analytics features that can track visitor activity and can give you report on each and every traversing of a visitor on your website or blog. You can get details about a visitor's journey on your website from one page to another page right from landing on your website to exiting from your website.

### ***d. online revenue measurement***

While you can study your visitors, their behavior and preferences on your website, what more can a web analytic tool give you to help you better market your business? Revenue Measurement! Yes, tools like Google Analytics and many other provide advanced web tracking for eCommerce websites so that you can get insight into your online sales and can track your online sales. Features like goal tracking, eCommerce tracking etc. help businesses get sales report for websites provided you have configured analytics tool properly and have installed analytics code into your website in accurate manner.

### **And one more fabulous reason!**

Advanced analytics tools such as Google Analytics are so strong that they can track the technology/device being used to surf your website by a visitor. So, you can get report on how many visitors used desktop/laptop computers to surf your website and how many used mobile phones, smart phones and tablets while visiting your website. This is very important data as the world is going mobile. Upon analysing this data, if you found that you have a high number of smart phone or tablet users as website visitors, you may consider converting your desktop website into mobile friendly, responsive website to attract and attain visitors and to turn visits into leads.

By studying all these data and insights, you can better define and implement online marketing strategies and campaigns to improve your overall marketing and beat your competition big time.

## CONCLUSION

As a business owner or a marketer, you have many channels and strategies to promote your business online and reach your audience. It is important to choose different marketing strategies for your business to succeed online. However, the truth is the combination of different strategies can only serve your objectives better. A digital marketing agency often offers all online solutions that can help you in achieving a high ROI. These agencies consult, strategize and execute to deliver the best. So, it is highly recommended to opt for professional digital marketing services to achieve online business success.

**Questions?**

**Contact Eddans today at [eddans@eddans.com](mailto:eddans@eddans.com)  
and request a FREE consultation!**