

Where are your customers in the sales cycle?



Awareness

Your focus is gain new customers who have yet to hear about your product.

Metrics to Measure:

- Web Traffic
- Referral Traffic
- Search Volume
- Followers, Fans, Friends
- Social Media Mentions
- Share of Voice

Sales

Your focus is to get people who already know about you to purchase your product.

Metrics to Measure:

- Web Traffic
- Time Spent on Site
- Bounce Rate
- Repeat Visits
- Followers, Fans, Friends
- Social Media Mentions
- Share of Voice

Loyalty

You focus is get your customers to continue to purchase and recommend your product.

Metrics to Measure:

- Time Spent on Site
- Repeat Visits
- Followers, Fans, Friends
- Repeat Social Media Mentions
- Share of Voice
- Recommendations and Reviews
- Connectivity among Purchasers
- Customer Service Metrics
- Net Promoter Score

