MEASURABILITY WORKSHEET

Business Objectives

- ☐ Awareness: Attract
- ☐ Consideration: Inform
- ☐ Conversion: Sell
- ☐ Loyalty: retain
- ☐ Advocacy: Bond

Marketing Objectives & KPIs

Successful campaigns have an average of 1-2 marketing objectives. More than that highlights an unfocused effort. Each selected Marketing Objective can have 1-4 KPIs. Below is a suggested, but non-exhaustive list of KPIs per common objective.

- ☐ **Buzz:** word-of-mouth and viral marketing to drive anticipation & discussion

  - ☐ Physical food traffic
  - ☐ Social impressions
  - ☐ Earned media value
  - ☐ Passerby impressions

Marketing Objectives & KPIs (continued)

- ☐ **Cultural Relevance:** Navigating consumer trends and capturing the cultural zeitgeist
  - ☐ Share of voice
  - ☐ Net flower growth
  - ☐ Top three social keywords
  - ☐ Social sentiment

- ☐ **Brand Awareness:** How memorable and recognizable a brand is to its target audience
  - ☐ Foot traffic
  - ☐ Social shares
  - ☐ Net follower growth

- ☐ **Brand Affinity Sentiment:** Feelings, emotions or opinions associated with a brand or product
  - ☐ Share of voice
  - ☐ Net follower growth
  - ☐ Top three keywords
  - ☐ Web search increase
  - ☐ Social sentiment

- ☐ **Brand Visibility:** A frequency at which consumers can see the brand on various mediums
  - ☐ Physical traffic
  - ☐ Net follower growth
  - ☐ Physical visibility
  - ☐ Social impressions

Marketing Objectives & KPIs (continued)

☐ **Target Penetration:** Rate of consumers within a brand's target market acquired & impacted

    ☐ Demographic accuracy

    ☐ % target vs attendees

    ☐ Net follower growth

☐ **Consumer Engagement:** A meaningful interaction or connection with a brand and consumer

    ☐ Dwell time

    ☐ Social engagement rate

    ☐ Net follower growth

    ☐ Web search increase

    ☐ Samples distributed

☐ **Purchase Intent:** Gaining interest of potential customers to increase future sales

    ☐ Week-over-week sales lift

    ☐ Ecom traffic lift

    ☐ Discount QR/code use

    ☐ Email registrants

☐ **Sales Conversion:** Transforming a lead into a customer by inspiring purchase

    ☐ Point of Sale lift

    ☐ Website traffic lift

    ☐ In-store Traffic

    ☐ Coupon/gift card usage

Tracking Technologies

For each KPI, what technology or tool are used to obtain reliable data?

- [ ] Objective 1:

    - [ ] KPI 1 Tracking Tech: :

    - [ ] KPI 2 Tracking Tech: :

- [ ] Objective 2:

    - [ ] KPI Tracking Tech: :

    - [ ] KPI 1 Tracking Tech: :