

QUICK REFERENCE GUIDE: HOW TO ALIGN CAMPAIGN ACTIVATIONS WITH OBJECTIVES & MEASURE RESULTS

To craft successful Influencer Marketing campaigns, 1) Choose a campaign objective. 2) Select activations that align with it. 3) Identify measurable results. 4) Select metrics tool(s). 5) Track the results. 6) Show campaign ROI in a metrics report.

OBJECTIVE: WHAT DO YOU WANT TO ACHIEVE?	ACTIVATION: WHAT TACTICS WILL HELP YOU ACHIEVE YOUR OBJECTIVE?	MEASURABLE RESULT: WHAT DESIRED RESULTS CAN YOU TRACK?	METRICS TOOL: HOW CAN YOU TRACK YOUR RESULTS?
Affiliate marketing link clicks	Affiliate marketing campaign	Number of clicks	Clicks provided by your analytics team, if you run your own affiliate program, or click data provided by your affiliate network, if you use a third-party tool (e.g., Rakuten, Commission Junction, etc.)
App downloads or in-app purchases	Social media marketing campaign	Number of download or purchases	App manager tool insights
Conference, trade show, or in-person/virtual event attendance (e.g., events, demos, focus groups, etc.)	Live or online event campaign	Number of registrations and attendance	Registration and check-in records, including third-party event-management tools (e.g., Eventbrite, Whova, WebEx, etc.)
Conversions (Includes calls to action such as clicks, downloads, sales, shares, sign ups, etc.)	Marketing tactics that match your objectives and resonate with your target audience: app, blog, eNewsletter, gaming, podcast, video-based, and/or paid or earned social media campaigns	Number of people who convert in a trackable way: click a link, sign up using a code, purchase with a coupon code	Google Analytics conversion data, in-platform insights, product page views, cart data, link/coupon or discount code use
Coupon redemptions	Blog tour and/or social media campaign	Number of coupons redeemed	Coupon redemption tracking tools
Customer acquisition cost	Marketing tactics that match your objectives and resonate with your target audience: app, blog, eNewsletter, gaming, podcast, video-based, and/or paid or earned social media campaigns	The total sales and marketing costs divided by the total customers acquired	Any tools that track sales and marketing costs and capture customer conversion, including lifetime value
Earned media	Unpaid (earned) blog posts or social media content via user-generated content or PR	Number of shares, likes, comments, etc.	Brand-monitoring tool insights
Ebook downloads, survey, or form completions	Blog tour and/or social media campaign	Number of downloads and completions	Sign-up platform, tool tracking (for surveys and forms)

HOW TO ALIGN CAMPAIGN ACTIVATIONS WITH OBJECTIVES & MEASURE RESULTS (CONT'D)

OBJECTIVE	ACTIVATION	MEASURABLE RESULT	METRICS TOOL
Engagement (content interaction): clicks/click-throughs, comments, favorites, follows, giveaway entries, likes, opens, saves, shares, sign ups, repins, retweets	Marketing tactics that match your objectives and resonate with your target audience that drive engagement: app, blog, eNewsletter, gaming, giveaways, podcast, video-based, and/or paid or earned social media campaigns	Number of clicks, comments, favorites, follows, giveaway entries, likes, opens, saves, shares, sign ups, repins, retweets, or other ways you can measure engagement from your target	Engagement tracking tools (e.g., email data, Facebook or Instagram insights, Pinterest or Tailwind overview and conversion insights, YouTube analytics, and other social media analytics tools or third-party platforms)
Facebook or LinkedIn group membership	Facebook or LinkedIn marketing campaigns	Number of follows and/or memberships before and after the campaign	In-platform insights
Free trial sign-ups or completions	Blog tour and/or social media campaign	Number of sign-ups or completions	Manually or free trial monitoring system (e.g., Evergage), automations
Followers	Any campaign tactic including a platform that has followers (e.g., blog, social media, etc.)	Number of followers before and after campaign activations	Platforms' follower insights, manual calculations, or third-party follower tracking tools
Giveaway entries	Any campaign tactic including a platform that has allows giveaway promotion (e.g., blog, social media, etc.)	Number of giveaway entries	Rafflecopter or other giveaway tool data
Impressions: listens (audio and podcasts) and views (blog posts, video, live streaming, social media) Note: An impression does not require engagement.	Marketing tactics that match your objectives and resonate with your target audience that drive views or listens: app, blog, eNewsletter, gaming, podcast, video-based, and/or paid or earned social media campaigns	Number of listens and/or views Note: $\text{Budget} \div \text{CPM (cost per mille/thousand)} \times 1,000 = \text{Impressions.}$	Impression tracking tools (e.g., audio, blog, podcast, social media, and/or video platform or third-party insights/data)
Loyalty program sign-ups or reward point redemptions	Loyalty reward campaign	Leads captured	Customer loyalty program tool insight platform

HOW TO ALIGN CAMPAIGN ACTIVATIONS WITH OBJECTIVES & MEASURE RESULTS (CONT'D)

OBJECTIVE	ACTIVATION	MEASURABLE RESULT	METRICS TOOL
Newsletter subscribers	Paid blog and/or social media campaigns, incentive-based campaigns (free eBook for email sign up), contests or sweepstakes, and onsite newsletter signup popup and call-to-action buttons	Number of subscribers	Google Form responses, WordPress opt-in responses via plug-in or service provider analytics (e.g., ActiveCampaign, MailChimp, etc.), trackable link clicks, incentive or contest participation
Ratings and rankings	Review campaign	Number of positive and negative reviews	Ratings and review sites (e.g., Amazon, Google, Trip Advisor, Walmart, Yelp, etc.)
Referrals from social media to your website	Social media campaign	Number of unique visitors	Google Analytics Acquisition numbers
Retention rates	Any campaign tactic with content that includes or elicits customer feedback, interaction, education, VIPs, behind-the-scenes experiences, unique services, competitor comparisons, mission-based information, personalization, user-generated content, etc.	Percentage of rate before and after the campaign	Customer acquisition data
Reviews	Review campaign	Number of reviews	Brand-monitoring tool insights
Search engine results pages (SERPs) rankings	SEO-focused marketing campaign	Number of ranking before and after the campaign	SEO tool (e.g., Ubersuggest), Rank Tracking metrics
Survey completions	Survey campaign	Number of completed surveys	Survey tool (e.g., SurveyMonkey, Google Forms, MailChimp, Qualtrics, etc.) responses

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OBJECTIVE	ACTIVATION	MEASURABLE RESULT	METRICS TOOL
Testimonials	Review campaign	Number of testimonials	Brand-monitoring tool insights
Text marketing subscriptions (where customers sign up for your text marketing messages)	Paid blog and/or social media campaigns, incentive-based campaigns (discount with subscription), contests or sweepstakes, and onsite text marketing subscription popup and call-to-action buttons	Number of text subscriptions	Text marketing tool data
Unique blog post views	Blog tour with accompanying social media campaign	Number of unique views	Google Analytics Behavior data
Webinar and consultation sign-ups	Marketing tactics that resonate with your target audience that drive webinar sign ups: blog, eNewsletter, podcast, video-based, and/or paid or earned social media campaigns	Number of sign-ups	Form fill-outs
Website traffic (e.g., landing page and blog post visits, sign-up page, etc.)	Blog tour and/or paid social media campaign	Number of visits	Google Analytics Pages and Screens data

