

# Marketing Performance Metrics (KPIs)

## Sales-related KPIs

- Revenue growth
- New customers
- Repeat purchases
- Market Share
- Profit
- Referrals
- Projected return on marketing investment
- Customer acquisition cost

## Website-related KPIs

- Website traffic
- Bounce rate
- Click-through rate
- Total visits
- New sessions
- Channel-specific traffic (direct, referrals, social)
- Time on site
- Page views

## Social media-related KPIs

- Social media engagement
- Social media reach
- Subscribers (blog, email, newsletters, etc.)
- Post reach
- Profile visits
- Shares/retweets
- Profile views

# Writing Marketing Objectives

- How will clients know if a marketing program is successful?

