

farotech

ANALYTICS AND REPORTING

| HOW TO MAKE DATA DRIVEN MARKETING DECISIONS >



UNIQUE PROCESS



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The Ultimate Digital Marketing Process

Our #1 top priority is helping our clients make data-driven decisions.

Analytics and reporting are truly the **foundation** of what allows us to transform your marketing.

New marketing ideas are a dime a dozen, but the **ability to understand data, pivot, and reassess**—now that's what makes good marketing great.

When it comes to reporting, there's a common mistake that we've observed so many companies making over the years. We've given this phenomenon the name "**death by data.**"

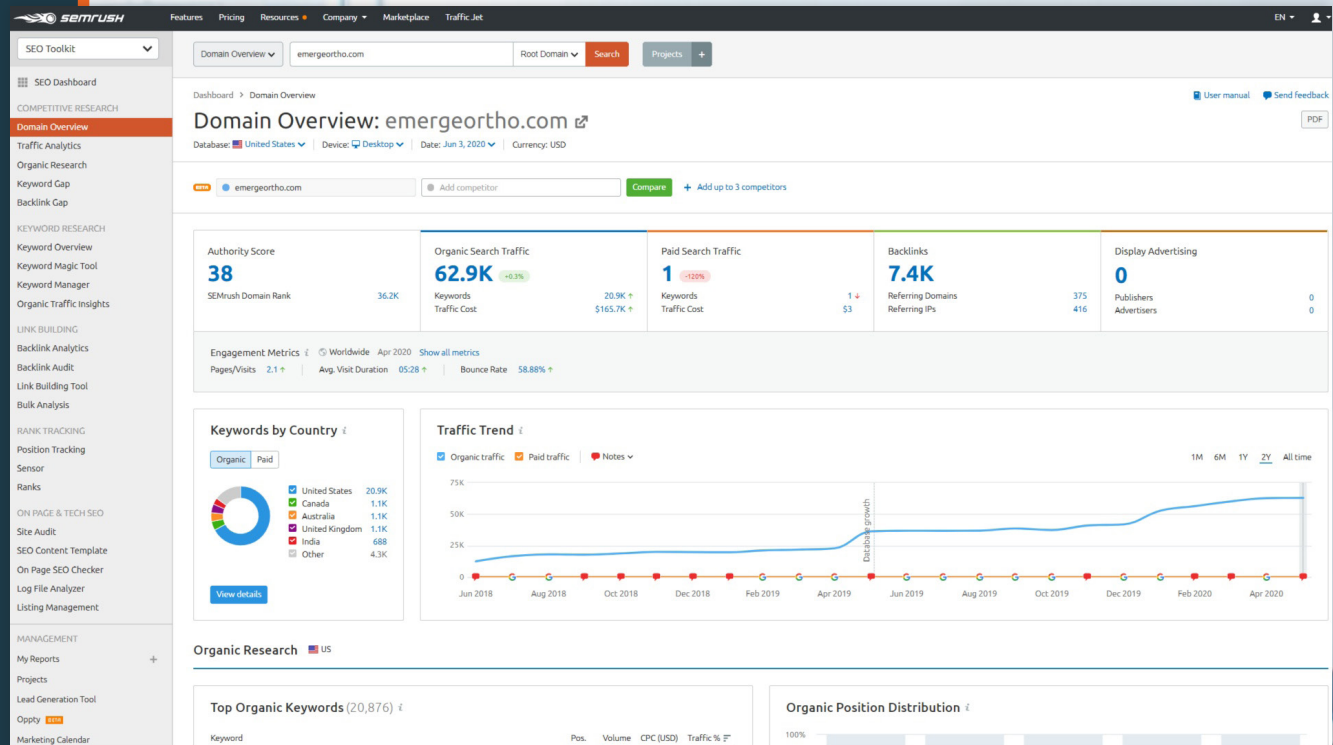
So, what is it?

Well, rather than getting too little data, you get **information overload.**

That is why we provide three types of reporting to keep you up to date, but not overloaded:

- Monthly standard reporting
- Quarterly deep dive reports
- Real-time access to your analytics dashboard

Why Analytics?





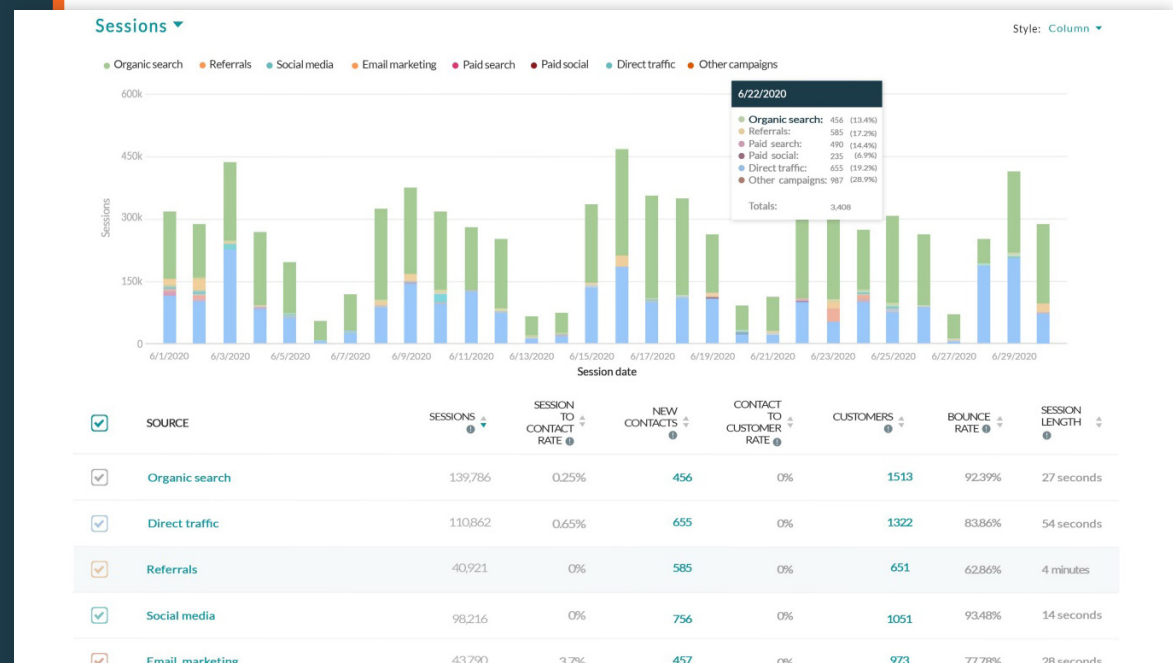
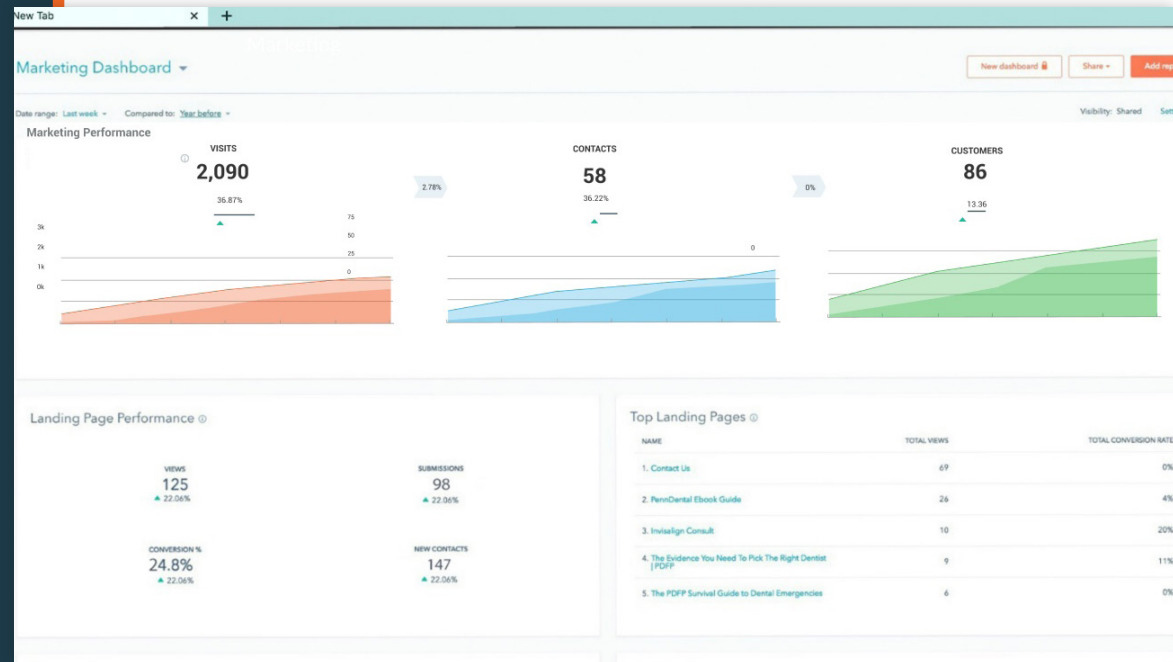
The Ultimate Digital Marketing Process

On your real-time analytics dashboard, we try to focus on the essentials to you get an at-a-glance look at the metrics that matter most:

- How many **site visitors** do we get and how did it **compare to your goals**
- How many **leads** did we get and how did it **compare to your goals**
- How many **clients** did we close and how did it **compare to your goals**

And once we know that we're able to determine where leads came from:

- Organic Search
- Direct Traffic
- Referrals
- Social Media
- Outbound Marketing
- Paid Ads
- Paid Social



Account Management



Now, let's talk about account management and what role it plays in our relationship with our clients.

We take partnership **very seriously**.

And we believe that the cornerstone of a successful outcome for our clients' campaigns depends on the **synergy** that their team has with our **account manager**.

That is why Farotech has a 2 person customer service team for every client. Along with our team-based approach, all Farotech clients also have an account manager and project manager. These managers will work as liaisons between your company and our production team.

Here is what our clients should expect in working with us:

- **A weekly touch base call** to review deliverables and editorial calendar
- **A monthly meeting** to review **analytics** at a macro level
- **A quarterly deep dive meeting** to review the campaign analytics in great detail and set goals for the next quarter
- **Bi-annual, in-person meetings**
- **Real Time access** to Hubspot dashboard & CRM



ACCOUNT MANAGEMENT

- Standing Touch Bases
- Project Management/C
- Quarterly Report Meetings
- Deep Dive Strategy Sessions

- Weekly Touch Bases and/or Activity Reports
- Monthly Video Call Person Meetings Quarterly Deep Dive Report
- Quarterly SEO Rankings Reports
- Bi-Annual In Person Meeting (2 Days)

- Real Time Access to your Hubspot Dashboard and CRM

Time Commitment



At this point, you're probably thinking, "This sounds like a big commitment on your end, but how do I know that you aren't going to take up too much of **my** team's time?"

That's a great question.

On average, clients working with us as their marketing agency should expect to spend about **1.5 hours a week** with our team.

Remember, our approach was created for clients like you.

We know you're busy.

That's why we become **the time that you don't have**, and we fill in any gaps for marketing subject matter expertise that your team needs.



Time Commitment

Goal: 1.5 hours per week

- 1 Weekly Call
- Monthly Video Call Person Meetings
- Quarterly Deep Dive Report
- Quarterly SEO Rankings Reports
- Bi-Annual In Person Meeting (2 days)



We also encourage our clients to come join us in our office in Conshohocken.

We've worked hard to create a **collaborative space** that is both welcoming, but also **conducive** to the kind of **dreaming, planning, and creating** that we love to do together with our partners.

It's amazing what can happen in an environment that's **NOT** your everyday office.

So, consider yourself invited! Come spend a productive day with our team.



Lindsey D
Account Communications Director

Marketing is not one-size-fits all. Each business is unique and their strategy should be too. We have a proven system but tailoring the strategy within that system to meet client goals is where the Farotech magic happens.



People who say “don’t sweat the small stuff” shouldn’t be in marketing. Hidden between the lines is information that helps our clients make **data-driven decisions**. The **ability to understand, pivot, and reassess strategies based on analytics and reporting** is at the **heart of great marketing**. Great companies who trust the data resist the impulse to make decisions based off of **hunches or trends**.

But often, marketers can fall into the trap of what we call ‘**Death by Data**’, when an overload of data can keep you from seeing the big picture with clarity. A worthwhile agency will provide a **detailed monthly report** and a **deeper-dive quarterly report** that puts data together in a simple, non-overwhelming way so that you can make better-informed marketing decisions.

Worse, only 35% of marketers said that understanding the ROI of their campaigns is “Very Important” or “Extremely Important.” (Source: HubSpot) That’s something proper analytics can address. Analytics should not

only be able to tell you simple information (how many leads, visitors, and clients you’ve secured compared to your goals) but should also show you **where you got those leads**.

An easy-to-read and valuable analytics dashboard can help clarify:

- Macro goals
- Micro measurements (KPIs)
- Visitors compared to goals
- Leads compared to goals
- Customer closing
- ...and more.

You should always be looking at your analytics to ensure you have the latest data available. A lot of companies look at analytics and then forget about it, but analytics should be something that you should look at a **minimum of once a month or even more frequently**. This is why agencies bring a lot of value--there’s an added level of accountability in terms of making data-driven decisions.

Next Steps



Hopefully in this eBook, we’ve successfully demystified **analytics and reporting** to make it one of the most exciting aspects of your marketing campaign. Let’s face it: analytics is hard. You could be a great marketer and simply not fully grasp analytics. That’s not a problem--this is an opportunity to connect arms with an agency that can help you understand the data behind the scenes so that you’re making decisions based on those data points rather than hunches. If you want more information, reach out to Farotech. We’d be happy to help.

