

# E58 Marketing Measurement Tips to Grow Your Business

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## SUMMARY KEYWORDS

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## SPEAKERS

AD, Liz, Introduction, Terri

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Liz 00:00

Marketing your business can be challenging. There are so many tools out there not to mention the various strategies you'll need to develop in order to ensure your efforts bring results. In this episode, Terri and I are chatting about the top ways to measure your marketing and discuss some of the different tools you can use to boost revenue and expand your business reach. Stay tuned.



Introduction 00:24

You're listening to Triangle's Making Money Personal podcast, where we engage in real talk about financial matters that affect our community. Today's episode is sponsored by Triangle Credit Union recently voted best credit union in New Hampshire.



Liz 00:41

Hello, everyone, welcome to the Making Money Personal podcast. I'm Liz here with Terri and we have a fun episode for you.



Terri 00:48

We do we do anytime that we get together. And it's just you know, not that we don't enjoy our guests, that's for sure. But we just enjoy talking about marketing. I mean, we've worked together for so long and marketing is a passion of ours. So we're excited about, you know, sharing our tips, anything that we have found to be useful for us. So I'm excited about for today's topic.

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Liz 01:14

Absolutely. And I did want to share too, that we had actually gotten some comments from a few of our listeners that they are small business owners, and they particularly enjoyed listening to some episodes regarding marketing and all of that. So we wanted to kind of do another one about this and just give them more ideas and tools to try out there. So this particular episode, we wanted to cover the topic of measurement, because marketing is one thing, but measurement is such a part of that. And I think what's so important about measurement is just making sure that our marketing is doing what it's designed to do. Right. So can you explain a little bit, Terri, based on your experience and stuff, what measurement is.

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Terri 01:54

Sure, absolutely. So essentially, what you know, what you want to look at, are the numbers behind your efforts, right? So you look at your ad dollars spend. And for us, you know, we as a credit union, we're looking at the number of new members that come in during a promotion, versus our ad spend. So that's return on ad dollars. So it really comes down to whatever your, what you would consider income. So if you're a small business owner, usually the measurement is revenue or sales, right? So you're looking at that, versus any cost that you have expended over the course of a period of time, you know, typically it's usually a month. So you're looking at how much money did I expend on my marketing efforts, whether that was digital marketing with, you know, any Facebook ads, or Google in YouTube ads, print advertising, newspaper, I mean, whatever your particular channel is, you want to look at what your ad spend is, and then, you know, you just calculate this is how much my promotion, you know, this is how much it yielded minus the amount of money from, you know, your ad spend, and then you can do a calculation on, you know, this is what my return was. So we're gonna we're gonna probably get into this a little bit deeper, but you know, I'll just throw this out here right now. So when you're calculating return on ad spend, which is ROAS, basically what you're going to do is you're going to divide the revenue that's been attributed to your ad campaign by the cost of that campaign. So for example, if you're spending \$1,000 on ads, and you end up receiving like \$2,000 in sales, so you calculate your ROAS by dividing 2000 by 1000. So that's \$2,000 worth of revenue by the cost of what it's, you know, what your cost has been. And that gives you a ratio of two to one or 200%.

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Liz 04:12

Okay, got it.

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Terri 04:13

So, that's your measurement, right? So, you know, and in terms of small business, that would be a marketing measurement, but um, you know, typically what ends up happening is a lot of times marketing and sales are joined at the hip. So what a lot of small businesses measure are revenue or sales, you can measure lead generation, customer retention, which is a little bit difficult, but it can be done brand awareness, which is that is that certainly harder as a pretty hard one. Yeah. You know, in in from a marketing perspective, one of the things that we we like to measure is engagement on our social media. So So those are some of the typical things that

that we would calculate and what we would measure Sure. So in terms of again, you know, marketing, I will tell you from, you know, I've been with Triangle and the marketing department now for going on 15 years, and the amount of the marketing that we have done from we've gone from, from an exorbitant amount of print to digital, which is easier by the way, in my opinion digital is easier to measure, which is awesome. And but here's some of the things that we would measure from from digital marketing perspective, search engine optimization, everybody knows, like SEO, right? Pay Per Click, and the conversion rate. Typically, it's CTR, which is click through rate, right? So those are things that you would receive a lot of that information, or what we would call data from the platforms that you're using. And we're gonna get into that in a little bit, I think. Right? So yeah,

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Liz 05:58

We can list a couple of those. Yeah, yeah, no, I think that there's so much out there to try to track and measure and digital tools have definitely made it a whole lot easier to do that. And I think if you're, if you're a small business owner, you're likely already using these tools. I mean, if you're on social media, you get reports, you get dashboards, you can get a lot of this information right from Meta or Twitter or mostly even Google. I mean, in fact, mostly

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Terri 06:25

LinkedIn,

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Liz 06:25

LinkedIn. Yeah, I mean, all of these platforms, they kind of provide all of that for you. Right off the bat. The question is, is how do you know what to do with it right? You get these, you get this information? And you're you then have to look at it and decipher, okay, you got to you got a click through rate, that's what you know, 1% Is that good? Bad? Right, you know, and that's, that's the next challenge. And that's why it's important to, to learn how to do these measurements and how to drive them towards your specific goals, because it's very specific to what you're trying to accomplish from a business perspective.

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Terri 07:00

Well, you know, because we do work together, so closely on so many projects, but a little FYI, that Liz, and I actually work, we look at data together, right? Because a lot of times I even wonder like, am I looking at the right data? And what is this data telling me? Right? So we we do have so much coming at us, in terms of the platforms that we use, you know, one area that we do measure is our website, you know, website, which is through Google, we we look at our website traffic all the time. So the information that's available to small business owners it can be a lot. Yeah, I think that one of the largest struggles or challenges is, as you had mentioned, Lizzie's deciphering the data, and you know, allocating time, right, when you're a small business owner, you're marketing, you're producing, you're selling. If you have, you know, if you have employees, you're probably doing payroll, I mean, there's so much, but what I would encourage a small business owner to do is look at your team. And if it's just you, then it's going

to, I can understand that that's a major struggle. But if you have other people on your team, allocate an hour a week, to the data that you have available, and what does that data telling you? And to your point to about, you know, if you're, if you're getting cost per click, and it's like, you know, 17 cents or something like that, what does that mean? You know, right? How, relative to the industry, and that's where it's gonna take some research, you gotta go back to your industry. And this is a very simple Google search. But you can ask Google, like, what is the cost per click the average cost per click for the financial industry for my Google ad. The other day, I just did this on a, we had, we provide marketing dashboards after all of our promotions. And, and one of the, one of the analytics that came back was cost per click, and I think it was like 27 cents or something like that. And it was a social media ad. Our reach was, like, you know, 6200 and our footprint, and then we had a cost per click of 27 cents or something like that. I didn't know what that meant. So I went out and I just Googled, what is the average cost per click financial industry, New Hampshire, and it ended up being like \$3.22 or something like that. So that to me says look, I spent a lot less and I got great results, and I spend a lot less so that's information that I can feel a) feel good about. Right? And b) I know that it's good quality content, because so many people clicked on it. Right? Right. So and then I can go back to you know, my manager or ours. Do and, and we can talk about this is how we performed. And I know that we're doing well. And that of course you can look at, I can get so excited about this, I'm gonna give you an opportunity to talk, I promise. But the other thing too is like, once you have those social media ad campaigns running, you know, it's go back to your website and look at your traffic, go to Google. And you can talk about this because you always do this for us. But you can tell people how to get into Google and look at the website analytics for that, Lizzie. So if you see if there's like a correlation between your ad campaigns, right, that you're saying that you're doing on social versus your website traffic,

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Liz 10:37

Correct. Yeah. And if you're leading people to particular pages, this is this is what Terry's talking about. If you're, if you're doing a social media campaign, and you're trying to send them to one of your website pages, you're getting the data for the the engagement on social media, but you want to see the engagement on your website. Now, that's a different platform. So you go over to Google Analytics. And you if you have a Google account, if you're already set up with this, I don't think it's too tricky to set it up. If you have a Google account already, you may have to do that. I don't know if it just comes by default, but you do have access. So once you set it up, you just get in there and you can you can look at the analytics for particular pages. And you can set up you know, a date range to review what the traffic was to that page. And so what you'd want to look for is you'd want to look for an uptick or increase in page landings. Google even gets fancy, if you really want to get into it. And they, I believe, they can still show you where your traffic is coming from. So they'll tell you what percentage of that page traffic is coming from social media. So you can kind of follow your campaign through these, these levels of engagement from social media to Google. Unfortunately, it's all these different platforms. So you've got to jump from one platform to another, but it kind of gives you a really comprehensive, well rounded view of your performance. And again, these tools are pretty much already there for you, which is fantastic. You just have to set them up. Right, you know, right. So now, let me ask you about, you mentioned social media. What about email? Because I think a lot of small businesses, they probably when they're starting out, they're probably starting with social media platforms, or they're say they're running a small email campaign. What are the kinds of measurements that they want to track or pay attention to with email? Because you can get a lot of information from those dashboards too, right?

**T** Terri 12:21

Yes, absolutely. And we do. We do a lot of email in our marketing efforts. And some of the things that we'll look at would be open rate, you know, typically will, you know, the good thing about email is everybody says, Oh, my email boxes, I get flooded, I get flooded. And for marketers, sometimes we're a little bit hesitant to use email, because we that's the information that we get from back from our consumers or our members all the time is that well, I get way too many memes. I get way too many emails. But here's the thing about email, it's not dead. It's absolutely not. Yeah, so what you want to do, as a small business owner, if you are running, you know, you have contacts, you know, email list, you can dwindle those down into specific groups, right? Groups that may be targeted, you know, it might be specific to let me just going to take landscaping, right. So if you're running a campaign, and you're a landscaper, and you know that you want to grow your business in Amherst, New Hampshire, so you've got a list of 1000 people on your, in your email, your Constant Contact, or whatever you use its platform for email, you can sort that by demographics, right by town, and you can, you know, create a campaign specific to Amherst, then what you want to do is, you know, let's do a special or some, like some type of promotion specific to those Amherst residents that you know, you might be already doing business with, right, and you want to so,, but you know, that this is where I need to grow my business, I know, this is a rich environment for me to grow. So I'm going to offer them a special promotion, or you know, a special discount or something like that. The key about email is that you have to make sure that it's targeted, right, so you want to target your audience, but you also want to provide very valuable information for that target audience. Right, right. Do not send an email for the sake of sending an email, like, Oh, I haven't send an email this week. So I need to, you know, come up with something. Don't do that, you know, don't flood somebody's email just for the sake of, you know, making sure that an email shows up from you on that particular week or whatever. That's, that's just that's an easy you know, they're, they're just not going to open it.

**L** Liz 14:53

That's why people complain about getting flooded, because they're getting emails that don't apply to them.

**T** Terri 14:58

Right, right. So open Rate is huge. I know for us, our Triangle membership is very loyal to Triangle we have well above average open rates for, for our email sends. I think that the average, and if I'm if I'm the if I am quoting the wrong number, please You know, you don't have to let me know, but I think it's about 17% for the industry. So that's the average open rate for credit unions and banks, we're in the 40 percentile.

**L** Liz 15:29

Wow.



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Terri 15:29

So that, you know, that's really good. That's means that people who get an email from Triangle typically are somewhat interested in finding out what we're what we're talking about. And then there's the click through rate, right. So that's the, that's the little button that we call in the biz as the CTA, which is call to action, that's the acronym call to action button. And that would be you know, if we were doing a webinar, it would be like register now. Or, if we wanted you to open up a new account, it would say, open account now or something, you know, whatever your call to action is, right? So that we measure our clicks. So those are the two huge, the other one that we that we do keep our eye on is unsubscribes. We do not want to, you know, annoy people with with our emails. So we do try and, you know, we target audiences, we target our message, and we try and provide valuable information. So those are the things unsubscribes the one thing that we have done, I think we've done a better job of and I would encourage any small business owner to do this as well is that whatever you using for an email platform, make sure that it has a manage subscription option, so that people can say, You know what, I want to hear from you. But I just don't want to hear from you that this often, right?

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Liz 16:48

I just got one of those the other day and they had asked me to update my email preferences. And I did that I was like, I don't mind hearing from you. But you know, once a week is probably better than every day. Right? Some places email me twice a day. And that's a little excessive.

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Terri 17:02

Yeah.

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Liz 17:02

So I mean, it just because like as a consumer, or, you know, on that on my end of being a an email receiver, I don't necessarily dislike getting emails. In fact, there are many times that email campaigns have worked for me. I've received promos I've received, you know, discounts. And they've led me to go to the website and purchase something, but it doesn't always work. So I just I'm not always ready to unsubscribe either. So just because people aren't really always opening them doesn't mean they're just not, they're never going to It's just sometimes they're more interested in other in other ways, you know, exactly. But to your point this unsubscribe, it's a great option to have the preferences, rather not unsubscribe, but like the manager preferences, because that way they can kind of be a little more picky. It gives them more control over how they want to hear from you. Yep. So good point, Terry 100%. I just want to do this really quick. We're gonna go on a break. But I just want to ask you like for one, one real line, like, why is measurement for marketing? So important?

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Terri 18:02

Oh, my goodness. I don't know if I can do it in one line. Lizzie, I'll try and be short. Okay. I feel like that your measurements give you your path to growth. Right? So if you're measuring, whatever you're measuring, if you're getting bad results, you need to pivot and pivot fast. If

you're measuring and you're and you're being successful, you know, and again, using research to go out and see what should my measurement be, or what's the average for my industry? Then if you're you're finding that you're above average, and that measurement, then keep on keeping on?

L Liz 18:39

Yeah, you're doing something right.

T Terri 18:41

Right. So it really measurement is so important, because I feel like that it dictates your path.

L Liz 18:46

Yeah. Yeah. And it will it'll tell you just because you're just because you're not getting the results you would prefer that tells you like you said you need to pivot, you need to change something. It's not it doesn't mean you're failing, it just means you need to adjust something.

T Terri 18:59

Exactly.

L Liz 19:00

And then once you tweak it, you'll find you're more successful in that area. Yeah, I had some a thought came to me and it was if if you're marketing, you have to be measuring. Yeah, because I don't see a point to marketing without getting any feedback or any any understanding of what's working and what's not, because now you're just throwing money out the window, not knowing where it's going, not knowing if it's working, and you're more likely to waste it. So that's just one thought. Okay, well, well on that note, we'll take a really quick break, and then we'll be back after a word from our sponsor.

A AD 19:33

Do you have a Triangle debit or credit card? If you do card control just got easier. Our Triangle mobile app offers all the tools you need to manage your cards. Lock and unlock your cards instantly with our card management tool. View your credit card transactions and make payments right from within the app. Set travel notifications to ensure your next vacation goes off without a hitch. Control your Triangle cards all in one place with Triangle's mobile app and manage them right from your phone. Download today or visit [trianglecu.org](http://trianglecu.org) for more details.

L Liz 19:33

L LIZ 20:06

And we're back. Thanks for joining us on this episode. So Terri and I are just chatting small business and marketing and measurement. So, Terri, I have this question for you about small businesses. How can small businesses look for opportunities to track their metrics?

T Terri 20:23

This is it's so rudimentary, it's kind of embarrassing that this is what's on my list. But this is, this is what I have I have new customer growth, you know, looking at your customer list from year to year, is your customer list growing? Right? So that's, and you can do any of this assessment, you know, we were calling it, whether it's measurement or assessment or what, you know, whatever. I mean, they're interchangeable, in my opinion, but you can look at these measurements year to year or month to month or week to week, whatever. Yeah, however often you want to do that. I feel like that profitability, you know, in terms of, you know, so it's new customer growth, profitability, are you growing in your profits? Social media would be about engagement, you know, you can you can assess your engagement, you can assess the click through rate, or the amount of clicks and conversions you get on your social media advertising. And I do highly recommend on the social media advertising, we're a strong, I'm a strong proponent of advertising with boosted posts and such, and we've really gone from because I went to a seminar one time, and I, and I think it was like, Look, video is the future. And so we've tried to go from our what I would call a still post, you know, that doesn't offer any video to more video, right? So I feel like that that's more that's gonna get you more engagement, it's gonna get you more clicks, and hopefully, conversions. You want to look at your website traffic. And again, you're assessing this weekly or monthly, depending on, you know, your availability in terms of your time and stuff like that. And if you're, if you're doing an online store, you're going to be looking at orders and, you know, which is your conversion rate. You also want to make sure that you're looking at abandoned carts, because abandoned carts. You know, the thing about abandoned carts is that means that somebody has changed their mind for a reason. Is it because they found, you know, a lower price somewhere? Is it because that your website is painful to work through? You know, there could be a number of reasons why there's an abandoned cart. You know, so those are just some of the things that I would say that you should be tracking?

L Liz 22:42

Yeah, definitely. I'm gonna go back to the social media engagement one. I do have a question about that. So a lot of people look at impressions right off the bat, and they think, Oh, this guy, you know, 12,000 impressions. But how important are the impressions versus the actual like engagements? Like, I guess, maybe, maybe more clicks, you know, because people when they when they start looking at their posts, initially, they might be like, Oh, this got a bunch of likes and shares, you know, but is that really more important than the than the click through rate? I would say no, right? You want to make sure you're so you're not distracted with all the likes and stuff like that. You want to focus on the actual, the effectiveness of the post and getting what you want?

T Terri 23:20

That's right. Yeah, that's right. But that in and of itself, was is a measurement, right? So if



you're getting, you know, X amount of impressions, and then you get, you know, based on those impressions, okay, I'm gonna throw out some, I'll throw out some numbers, because I feel like that, it's, it's probably better to then, you know, to put some numbers behind this. But, so let's go back to if you're getting 1000 impressions, and you get 100 clicks. Right. So that's a measurement right there, then, so the next time you do a campaign, you're assessing, you know, so this time, I ended up getting 1500 impressions, and I got 100 clicks. So now you can look at what kind of content am I creating? That is, you know, even though I got higher impressions, it didn't improve my my click through rate, right, you know, what I mean? So it's like, now you're looking at content and you know, developing better content. Yeah, you know, or you know, maybe it's about you know, your call to action

L Liz 24:23

The time of day it's posted right? A holiday sometimes?

T Terri 24:28

There's so many variables when it comes to this it's a little bit overwhelming.

L Liz 24:33

That's why so I'm thinking like, going back to that is like, you know, there's a lot of metrics but know which ones to look more at than others. And so, you know, impressions are good, engagements are good, but click through rate, which incorporates impressions, click through rate is the one you really want to look at apps. So you may find when you go into these platforms, there's just information everywhere. I mean, you've got like Google Analytics, for example. You've got bounce rate, you know, the number of people on your page you've got, how long they spent on your page, what you know, and so on, there's so much information. So when you're starting, it's important to make sure you just focus on a couple of them find the important ones. Because you can easily get like your brain can get jumbled with all this information. And you know, your point about doing research on that, like researching your your industry like this another thing you can research like, what are the most important beginner analytics to track? Right for somebody who's new at this? Because it can be overwhelming. Yeah. Okay, Terri, what, what paid services or free services are out there already? I mean, we've already talked a lot about some of them. But what kinds would you recommend people look at first, or to just kind of get familiar with, for people to track their metrics?

T Terri 25:48

A lot of these platforms will make a free version available for small businesses. And I would say start there, you don't want to spend a lot of money if you don't have the time and energy to put into it, right. So if you're just starting off in this stuff, whether it's email, or you're doing Google advertising, or social media, just start with anything that's free. And then I feel like that, at that point, you'll give yourself an opportunity to, you know, just kind of wade in the waters a little bit and see how much time am I going to be able to spend on this? et yourself familiar a little bit with the with with, with what's out there. And then at that point, you can assess your situation

and say, Okay, now it's time to, you know, maybe look at some more robust platforms. I know that for our own purposes, we've used HootSuite in the past. And I liked HootSuite, because what you could do is, when you created a social media post, you could basically, you know, whatever platform you wanted to deploy on, so if it was Facebook, or Instagram, now the same, but LinkedIn, Twitter, they would all deploy, at the same time.

**L** Liz 27:19  
Good for scheduling?

**T** Terri 27:20  
Good for schedule. Yeah, really good, great for scheduling. And that I think that might have actually been the free version. And plus, they actually have some analytics too. So I can't remember, honestly, Lizzie, outside of, of the free version, what the paid versions were looking like, I just know that for our purposes, the free version worked. I know that constant contact also has tiered products very similar. You can you know, if you've got, you know, Facebook, Instagram, Twitter, LinkedIn, you can deploy to All Pages simultaneously. So those are the two top ones that I that I know about, and that I've used and, you know, again, I would, if you're new to this game, I would go for free. And then, you know, as you get more familiar with it and more comfortable with it, then you might want to look at doing some, you know, doing some paid platforms.

**L** Liz 28:19  
Higher level? Maybe like a Salesforce or something like that. Yeah, I know, that's more for email and stuff than it is for social, but I think they might have a social analytics section, I think Adobe might even have one too. They have their whole marketing cloud.

**T** Terri 28:31  
Any honestly, like, you know, there are plenty of, they're CRMs right, customer relationship management, CRM. And so, you know, I would just do a little bit of research, because every business is different. So it's just it comes down to what they want to achieve.

**L** Liz 28:49  
Right. And I mean, going back to your first point of, of sticking with free, at the very least, if you don't have the resources to get one of these platforms, Meta offers analytics, right within Facebook, you know, Instagram.

**T** Terri 29:02  
LinkedIn does too.

L Liz 29:03

Yeah, we mentioned that prior. So a lot of these are just available right off the bat, what those what those other platforms offer is, it's more organized,

T Terri 29:11

It's like a dashboard.

L Liz 29:12

Right. It kind of takes all of this information from all these platforms. So you can see it in one spot, you don't have to go to this platform to get the analytics there, then jump over to that one and jump over that one. So that may be you know, a higher level when you have a little bit more in your budget, you know, you can afford one of those platforms, they just make it easier, right. But and they also probably help with, like you mentioned, like campaign integration. So you don't have to manually go in and like schedule stuff here, schedule stuff there, align an email to it. Like you can probably do them all within this one platform. So that's helpful too. But yeah, and again, I can't say this enough, like, sometimes just start with Google too like, there's just so much available for free through Google that you get that's totally worth learning and you could spend hours and hours digging through it and learning stuff. So I highly recommend that as well. Okay, so one other cool thing that is tied to analytics that not everybody might do. But we just wanted to kind of let them know that this is there, you can actually track your competitors metrics. It's called competitor analysis. So there are ways to find out what your competitors are doing and what their campaigns are like and some of their analytics, like some of their website traffic, you can see measures of this out there. So there if you're interested in something like this, there are some tools that you can check out to learn more about this. I don't know if you've ever. Have you ever?

T Terri 30:41

We, honestly, the most that I ever typically end up doing is just going out to their website. Yeah,

L Liz 30:49

Or social media, right, you can check their social media pages. Yeah. So there, these are some tools that can kind of give you a little bit of insight into how they might be performing so you can kind of adjust what you're planning. So a few of the ones that I just did some research online, that you can look this up through Google or whatever search engine you like to use, but some of the top ones are SEM Rush, or SEM rush. Buzzsumo is another pretty cool one that you can do to explore this information, Brand 24. And Social Status, those are just some tools you can use, we haven't used them. So I can't speak, I've played around with Buzzsumo. But that's

about it. So I can't really speak to the others, you kind of explore those at your own, your own time, and you'll get your own insight as to what you think about him. But why do you think, Terri that it's helpful to kind of explore your competitors?

T

Terri 31:39

For me, it would just be a matter of like, you know, being able to assess my own performance relative to my competitors. Right. So it just gives you a better idea of where you are in the marketplace. Yeah, I would just say that, really, that that's, I feel like that that's probably one of the strongest reasons why you would be looking at competitive information is, you know, to determine, you know, what your analytics are, right, you know, your performance, your your sales and things like that. So it would be to me, it would just be a matter of am I doing? Am I within the ballpark? And my you know, am I ahead of the game? Or am I behind the game? And it really comes back to again, like, if I'm behind the game, what do I need to change? Right, I need, I need to do something different. Right? Right, grow my business, or I need to do something different to improve my performance. So if you're ahead of the game, then you keep on keeping on. It's just another measurement that you know. And, again, I mean, if you're not measuring, you're you're probably not going to grow.

L

Liz 32:45

Right. Yeah. Sound sound advice, for sure. It's an under recognized metric, I think tracking your competitors tracking what they're doing. Just looking into it gives you some benchmarks, you know, it helps you determine where you are, like you said, where you rank with them. And honestly, I think it can give you some new ideas too you know, if you're, if you're kind of stuck in a rut, and you're like, I don't really know what to do right now, with my content, I want to make more content, but I don't really know what's good. Just take a poke around out there for what other people are doing, see what they're promoting, see how they're doing it. And it might give you some fresh ideas to kind of enter into the competition a little bit faster than just trying to drum it all up in your head, right, you know, out of nowhere. If you're interested in any of those platforms, you can just go ahead check them out. And again, go do a Google search out there to see if there might be more, you know, talk to people that you are in business with, or people you've worked with and see what they think, you know, maybe they're using a tool that you'd never heard of before. Yeah, it's definitely important. It's important to track all these metrics, because, you know, like you said, Terri, if you're not measuring then...

T

Terri 33:56

I worked. I did work for a company one time and that's exactly their, their mantra was like, if you're if it's not measured, don't do it. If you can't measure it, don't do it. You know,

L

Liz 34:06

For sure. So very cool. Well, I think that's about it. Terri, is there anything else that you wanted to mention?

**T** Terri 34:13

No, that wraps it up for for me again, we you know, I'm sorry, if I talk too much, or I get I do get very passionate I'm very passionate about marketing in general. So this is definitely interesting to me. I hope it's interesting to you.

**L** Liz 34:31

I could tell her eyes were lighting up and she's talking about click through rates and, and all these terms, these acronyms out there for marketing.

**T** Terri 34:39

I will say this, there are plenty of times when I do get when we get into meeting especially as marketers, we'll get into meeting and we start we do start talking about impressions and click through rates and open rates and unsubscribes and blah, blah, blah, right? So and I have been called on the carpet for that like you need to slow down is I mean, you know people are kind don't get me wrong. They're no there kind, but they're like, this is your world. This is something that you guys talk about all the time. We don't talk about this stuff all the time. So the one thing that I would say, if you are a small business owner, or if you know, if you're, maybe you're interested in getting into marketing, or maybe you're not at all, but if these are terms that overwhelm you, this is where we live all the time. So I would, I would encourage people not to get overwhelmed. And to just, you know, if you're in a position within the company that you work for, or again, if you're a small business owner, and you have access to the back end, some of the back end measurements, like the analytics, just open it up. Just start there. Yeah, just start there. If there is a term that you don't understand, Google it. Seriously, yeah, Google it. And that's where I would start.

**L** Liz 35:54

There's so much information out there to learn this stuff. So awesome. Great. Well, thank you so much, Terri. It was awesome talking to you about this stuff. I hope our listeners kind of gained a little bit more information for their business ventures. So wishing you all the best. Thank you for tuning in to the Making Money Personal podcast.

**T** Terri 36:12

Bye. Bye, everyone.

**L** Liz 36:12

Have a great day.



A

AD 36:13

That wraps up this episode of The Making Money Personal podcast. If you've enjoyed today's show, we would love to hear from you email your thoughts about this show or any other ideas at [tcupodcast@trianglecu.org](mailto:tcupodcast@trianglecu.org). Thank you to all of our subscribers and if you haven't yet, please hit that subscribe button wherever you listen to podcasts so you don't miss out on any new episodes or money tips. Thank you for listening and have a great day.