

Worksheet Your Marketing ROI

Note: if you don't have analytics set up for your website, you'll want to do that first

1. How much time and money are you spending on marketing, and where are you spending it? Circle the biggest investments.

2. Where do your customers come from? Break it down by social media site and advertising campaign. Circle the biggest traffic sources.

3. Calculate the average amount spent per person from each source. Circle the biggest amounts.

4. Compare your answers for the last three questions. How can you shift your marketing efforts?

Testing your sales funnel

1. Look at the analytics on your site. Where are most people landing? What pages have the highest bounce rates? Where do most people leave?
2. Go through and make a sample purchase on your site, writing down any opportunities you see to leave the site and do something else. (For example, if there's a "follow us on Twitter" button next to the "Buy Now" button on a product page, a customer could jump over to Twitter and become distracted from the sale.)
3. Make a list of possible things to change, then change just one of them. Wait until you've seen a statistically viable change, then try something different. Keep at it – tweaking your e-commerce site should be a constant, never-ending process.