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A Measurement Model for Online Marketing Performance: Step and Analytic Processes

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Abstract
This paper explores the value of the online marketing and measurement model. The researchers develop an online marketing and measurement model as a simple, structured, five step process to infuse this much needed thinking. The findings reports the lack of structured thinking about what the real purpose of the online marketing campaign and a lack of an objective set of measures with which to identify success or failure. The results show that current given measurement model can be the foundation of individuals' web analytic efforts. This measurement model in present process might help accomplish business objectives in online marketing and answer many relevant questions.

Keywords: Online marketing, Measurement Model, Process, Performance, Efficiency

1. Introduction

Online marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium (Financial Times, 2018). Online marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing (EBSCO, 2018).

The objective of present is to examine the value of the online marketing and measurement model. This study also develops an online marketing and measurement model as a simple, structured, five step process to infuse this much needed thinking.

There is no difference between winners and losers when it comes to web analytics. Winners, well before think about data or tool, have a well-structured online marketing and measurement Model. Loser don't have that in place. Present paper attempts to guide in understanding the value of the online marketing and measurement model (notice the repeated emphasis on Marketing, not just Measurement), and how to create one for oneself. At the end there are also find some additional example to inspire one. The prime reason of failure in most online marketing is not the lack of creativity in the banner ad or TV Spot or the sexiness of the website. It is not even (often) the people involved. It is quite simply the lack of structured thinking about what the real purpose of the campaign is and a lack of an objective set of measures with which to identify success or failure.

2. Research Methods

This study was conducted through stream of literature review. Data were collected via review survey of efficacy assignment techniques in online marketing. This study is descriptive analysis and empirical base.

3. Findings

Online marketing and measurement model is developed. This model is a simple, structured, five step process to infuse this much needed thinking. Here is what each step in the process helps accomplish as follows:

First Step is to force to identify the business objectives upfront and set the broadest parameters for the work individuals are doing so. Executives play a key role in this step.

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Second Step is to identify crisp goals for business objective. Executives lead the discussion; one'll play a contributing role.

Third Step is to write down the key performance indicators. One will lead the work in this step, in partnership with a "data person" if individuals have one.

Fourth Step is to set the parameters for success upfront by identifying targets for each KPI. Organization leader play a key role here, with input from Marketing and Finance.

Fifth Step, finally, is to identify the segments of people/ behaviour/ outcomes that we'll analyse to understand why we succeed or failed.
A complete, and competent, online marketing & Measurement Model focus on their key areas of individuals' marketing, and in each answer the cluster of questions provided. (Figure1)
1. **Acquisition** How are individuals anticipating acquiring traffic for individuals' website/ YT video/ whatever else individuals are creating? Did individuals cover all three components of successful acquisition: Earned, Owned, Paid media? How would individuals prioritize each? Where are individuals spending most of individuals' efforts?
2. **Behaviour** What is the behaviour individuals are expecting when people arrive? What pages should they see? What videos should they watch? Should they visit repeatedly? Are there certain action they should take? What is unique about individuals' effort that ties to an optimal experience for a consumer?
3. **Outcomes** what outcomes signify value delivered to the business bottom-line? It depends honestly on individuals' organization vision. (Das,2018)
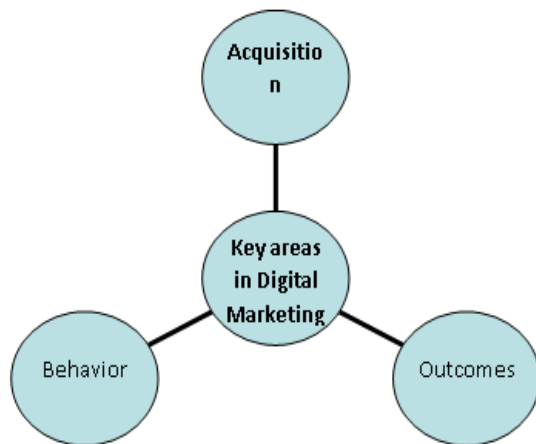

Fig.1.Key areas of online marketing

*Downloads?
*Phone calls to individuals call centre?
*Qualified online lead?
*Signing up for email promotions?
*People buying individuals' product / services?
*95% point lift in brand perception?

Step 1: Identify the Business Objectives.
Ask this question: why does individual's website/ campaign exist? (Think of acquisition, behaviour and outcomes.)

Identifying the business mandates a discussion, multiple discussions, with the senior-most leaders in individuals come and working with them/ sweet-talking their egos and hearts with gentle encouragement, to identify why the site/ campaign/ online marketing initiative exist.

Professional tip: one way to ensure success is to forget that individuals are creating a set of videos or that individuals are building a site to host downloads of PDFs or that individuals are trying to mimic a campaign from Europe. Really, really, really think hard about why individuals are doing what individuals are doing. Get the answer from individuals' executive/client.

Step 2 Identify Goals for each Objective.
Drilling down or identify website/ campaign Goals requires critical thinking from both the Management, Marketers, and the Analysts _ with Management in the leadership role. Goals are specific strategies will leverage to accomplish the business objectives.
Finally, "Highlight Events" is for prospective home buyers (visitors to our site). By making them happy with delightful events, at the construction site hopefully in model homes for sale, they can be converted into Net Promoters (to other) and Buyers (themselves).

Step 3 Identify the Key Performance Indicators
Finally we get to deal with data. Certainly, individuals have been dying to get here. Individuals will be the ideas leader here. A k performance indicator (KPl) is a metric that helps individuals understand how individuals are doing against ones' objective.

Professional Tip: Try to look for smart KPIs? Here's specific guidance to help individuals. Pick super awesome key performance indicators that truly reveal success or failure.

Step 4 Identify the Targets
It is heart-breaking how few people complete this step. It is absolutely critical, in so many ways to. Targets are numerical values individuals have pre-determined as indicators of success or failure. Why do individuals need targets? Consider this: Individuals had an amazing campaign on YouTube. Individuals got 1.2 million views. Is that great or awful? How do individuals decide? That is why individuals need targets!
Targets can come from historical performance (how individuals did last time individuals / e did something similar). They can come from other efforts (if my one hour get 30k views in a week, should individuals' two min peppy video get 1.2 million views?).
Now everyone knows what the company is shooting for. When individuals crack open Google Analytics, or other tools one is using, an individual will immediately jump with joy or weep when individuals see the KPI. Individuals will instantly know what is good and what is bad.

Professional Tip: If individuals have no targets, they make something up. Use a number that if reached won't embarrass individuals / management/oneself. That is a good start; individuals can revise that number next Month after individuals get first blush of data. What's important is that individuals never measure without having some sense of

what good or bad performance looks like. The more experience individuals have, the better one can get at setting targets Good targets.

Step 5 Identify valuable Segments for analysis
Is one that is particularly meaningful to me because of its incredible value? When individuals log into Google Analytics or any other data source individuals are deluged by data and individuals could go in a million different directions. (Kaushik, 2018)

Conclusion
Not only we wanted focus, we wanted hyper-focus. Identify the sources of traffic, types of people desirable, their attributes, their behaviour, business outcomes that they care about the most. And what customers to the site might want to accomplish. Balance for the company and the customers. We can run the most fantastically actionable web analytics program in any company now.

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