

# How can I set measurable KPIs?

Sometimes it can be hard to express your goals in objective and measurable terms. The guide below might help you simplify this task.



If your goal is to...

you should measure...



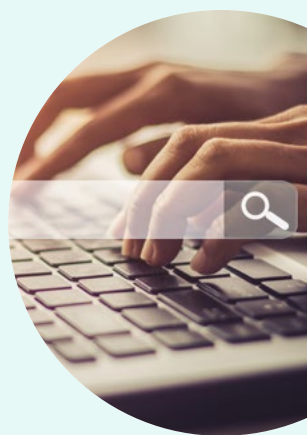
## Raise brand awareness

- Branded search volume
- Follower growth on social media
- The results of PR activity (number and quality of coverage, including readership and estimated coverage views)
- Referral traffic and backlinks
- The results of brand awareness surveys



## Generate leads

- Search volume related to the product name or category
- Traffic on dedicated landing pages (including bounce rates and time spent on page)
- Social engagement with dedicated content
- The results of PR activity on the product or service
- EDM performance



## Establish thought leadership

- SEO performance on related keywords
- Engagement with the personal profile of key influencers (CEO, technical experts etc)
- Engagement with hero assets (interviews, LinkedIn articles)
- The results of PR activities
- Asset downloads (whitepapers, brochures, case studies, fact sheets etc)



## Need expert support?

Our B2B marketing specialists can help you shape and execute a strategy that will set your business apart from the competition. Call for a chat today.

[content@marketingpod.com](mailto:content@marketingpod.com)

[marketingpod.com/contact](https://marketingpod.com/contact)

01564 742848