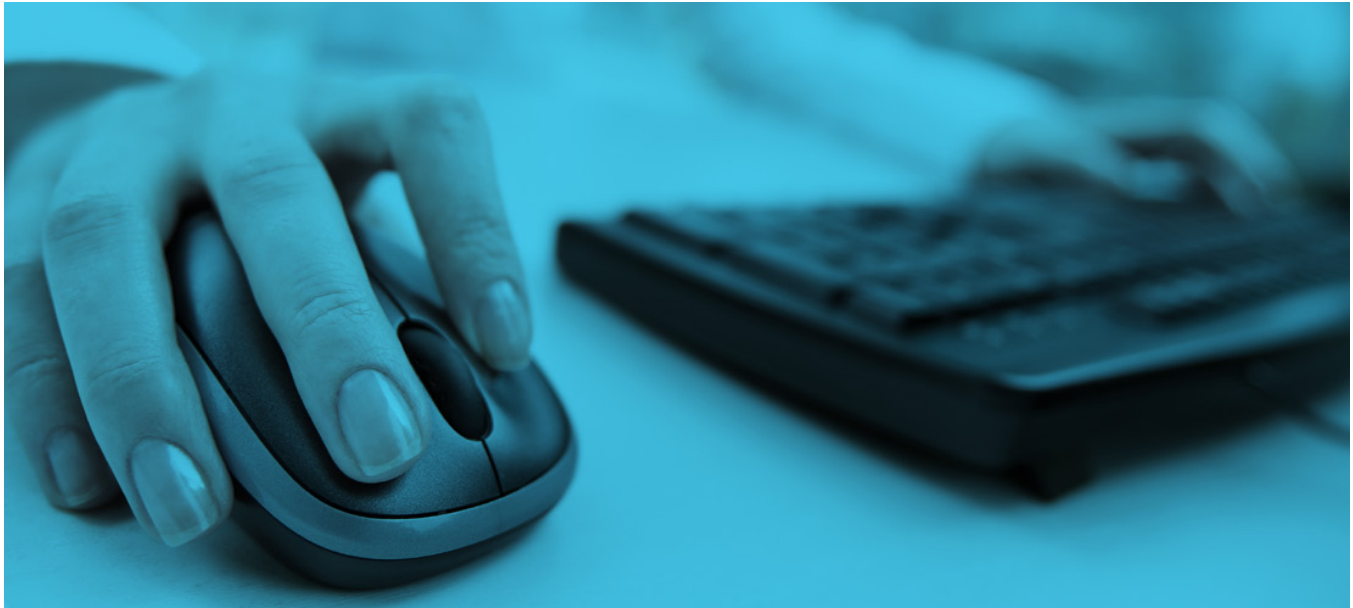# Measuring Beyond the Click

Article by Kelly Baltzell, M.A., CEO, Beyond Indigo Pets

Yes! It is possible!

Internet marketing started in 1995 when we had text on a page, one small graphic and a bunch of links. Not exciting, but a business could be "out there." That was okay; everyone was still mystified that we could talk to anyone else who was also online. Soon, however, people got over their awe and wanted more, and more, and more. But, to have more options, connections, engagements, clicks and information, someone (many someones) had to build it all—which took time. It's hard to believe that 23 years have gone by since the dawn of the internet, but we have finally reached the point where technology is advanced enough to start tracking beyond the click in marketing.

The first form of emerging measurement was seen in search engines. The goal was to be No. 1 on Google, Yahoo and Bing. Get in the top spot and the business website would get clicks and views. Very little analytical data was out at the time, but at least the most visited page could be understood, and popular keywords used in searches and amount of views to a page were known.

On November 14, 2005, Google launched Google Analytics and it was the start of data analysis for marketing. Much more information could be seen. How long people stayed

on a page, the path they took from page to page, devices used to see a website, how people found a website, and more was now at our fingertips. Marketing could be much more focused than before and information could be tracked. But, it stopped at the click. Increasingly, valuable data was being gleaned from various marketing platforms, but nobody could "see" what happened after a person clicked on a link, an ad, a post, etc.

Now, it just isn't enough to be online; we want to target, track and see what people did online and how that transferred to offline purchases. If we could understand the pattern from search to purchasing better, marketing could be honed to drive the most business for the least amount of dollars. The world is at the cusp of a new age, for better or worse, where people can be identified and tracked throughout the marketing process. Keep in mind, tracking the lifecycle is still in its infancy. Be patient and let it grow to maturity. However, a small business can start measuring beyond the click today. Here is how.

Using online forms

Let us assume a marketing plan has been developed and a single marketing campaign has been outlined, in this

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case, for dental procedures. The goal of the campaign is to increase booking for dental cleanings. Having a clearly defined goal is crucial for tracking purposes. To keep this example simple, only one marketing platform is being used (AdWords) to drive the increase in appointments. The ad has a marketing promotion and a link to click to a landing page on the website. The call to action on this page is for people to fill out a form to request a dental appointment or to get more information. The form allows a database of people's identifying information which can be cross-correlated with the Practice Information Software (PIM). Reports can be run that show exactly how much revenue was generated by that ad. For example, using a goal completion value of $150 for quick math:

All Creatures Animal Hospital of Brooklyn's results for January 2018:

- 93 Appointment Form Submissions
- 14 New Client Form Submissions

Estimated ROI of $16,050 in one month!

Following the resulting tails through the door brings a broader understanding of how the marketing campaign is working.

Pixel tracking on Facebook

Facebook has a 1x1 pixel that can be placed on a website page. When a person comes from a Facebook Ad to a website, that pixel picks up that person. Meaning, it reports back that, "Hey we just had a visitor from the Facebook Ad generated and seen on Facebook." There are various types of pixels that can be generated but, for the average veterinary practice, two are most applicable—lead and complete registration. Both track an action, like a form being filled out. The volume of people sent to a form from Facebook can then be tracked along with the volume of people filling out the appointment form.

Marketing does produce revenue, and it is time to track the revenue generated and not just the cost.

Beyond Indigo is an expert in Facebook and social media paid advertising. We can also manage a hospital's social media brand. We know how to generate revenue and tails through the door by increasing conversions and dropping the cost per conversion. We focus on results first and discuss costs second. Beyond Indigo has been on the cutting edge of digital marketing for the last 20 years. We deeply know how Facebook and social media work, are Google AdWords Partners, and can expertly manage reviews to integrate and enhance the rest of a hospital's marketing to empower clicks to websites. Call Melissa Neff at 877.244.9322, ext. 100, or email her at Melissa@BeyondIndigo.com to have us assist you!

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Kelly Baltzell, M.A. is President and CEO of the Beyond Indigo family of companies which she founded in 1997. Beyond Indigo is a full-service marketing company focusing on Search Engine Optimization, is a Google Adwords Partner, Social Media Marketing, Online Reviews and websites. She has been a monthly columnist for MWI Animal Health since 2011. She has also has presented and been published in Australia, New Zealand, Canada and the UK.

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