

# Digital Marketing Analytics Proposal

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## Data Types and Structures

### Current Data Storage Practices

AB Company has a basic analytics organization model corresponding with the Gartner Analytics Maturity Model (David, 2023). Various employees gather and store data on the company's shared file drive. If data needs to be accessed, there is no documented process, and an employee has to spend a long time searching through the many unstandardized Excel files in an ad hoc manner. While this is a flexible, on-demand way to collect data, it is time-consuming and complicated, so employees find it easier to pull data from original sources.

### Improvements

I recommend that AB Company change its data storage practices to using a string data type in a database structure. Strings will provide a flexible format since the information can be imputed using different characters such as letters, numbers, words, or special characters. A structured database will also allow for better organization of all data gathered.

Since the company is at Level 1 on the Gartner Analytics Maturity Model, this will provide a starting point for AB Company's employees to begin structuring the data (David, 2023). Employees will have an easier time querying the data from a structured database instead of having to find the original source and re-pull the data.

A second recommendation would be for AB Company employees to develop a process to load any data they accumulate in Excel files into the structured database. This will improve data integrity and keep structure to the data. If AB Company documents how they load and retrieve

data, this will contribute to a more organized data management strategy that the company can continue using.

Developing this process will begin a structure for the company regarding data management. As AB Company progresses through the analytics maturity level, they can continue to have this structure to eventually assign data roles that can monitor and continuously optimize the data to make data-driven decisions.

## **Digital Marketing Analytics Framework**

### **Steps and Procedures**

For AB Company to reach its marketing objective, a structured procedure should be in place for its employees to ensure the company is meeting its business objectives. The best system would follow the Digital Marketing Analytics Framework that allows employees to question, curate, analyze, and optimize their decision-making using the data they collect (David, 2023).

The first step for AB Company is to define business goals and identify key performance indicators. Their primary marketing goal is to increase annual website sales by 20 percent by the end of this year. Determining what KPIs they want (annual sales) is the first step that will direct their questions to ensure the company is achieving the primary goal.

The second step is to gather data from their digital marketing channels (email campaigns, social media ads, search ads, and website analytics) and integrate that data into the structured database. They can also utilize Google Tag Manager, one of their marketing technologies, to collect data consistently on their website and different marketing channels.

The third step is to analyze the data to gather meaningful insights and identify patterns or trends. Using the analytics tools, they can create reports that identify improvement areas based

on data analysis. Analyzing data regularly will also create a routine for monitoring the performance of the different digital marketing channels.

The fourth step is to optimize the digital marketing performance. If the company implements any insights it encounters, it can continue optimizing its website and monitoring changes. The company must also regularly look at its business objectives and KPIs to ensure it still follows its goals. If they aren't, this would be the step to change it.

By following these steps, AB Company can create an analytics framework to help the company analyze data from its various marketing channels. This will also help AB Company establish an informed decision-making process, measure results, and contribute to their overall business success.

## **Consumer Decision Journey**

### **Data Collection Recommendations**

Following the McKinsey Customer Decision Journey Model, the first step is Initial Consideration (David, 2023). Data useful for this area can be gathered from Google Trends and AB Company's website analytics. That would be important data since the website is the primary driver of sales and profit for AB Company. Helpful data would include traffic sources, unique visitors, page views (landing and exit pages), and user flow. This website data would help AB Company understand where its users come from and what they purchase from the website. This data analysis can help AB Company make informed decisions, optimize user experiences, and enhance website performance. Google Trends would also help them monitor search interest over time for relevant keywords related to AB Company's products. This can help them identify

sources and keywords that bring users to the website during this stage. The platform can help AB Company understand its competitors' search volume and keyword rankings.

The second step in the journey is Active Evaluation. The company can utilize data from its website, Google Ads, Facebook Ads, and Google Tag Manager. The website can track user engagement metrics such as page views, time on site, and product page interactions. They can also use Google Ads and Facebook Ads data that is collected to analyze click-through rates and engagement metrics for specific products. AB Company can also utilize Google Tag Manager to gather data such as clicks on product images or calls to action. This can help the company understand how users interact with the website and any advertisements they see during this stage.

The third step is the Moment of Purchase. AB Company can use data from Google Ads, Facebook Ads, Constant Contact, and their website analytics. They can gather conversion data from ads to understand which ads lead to actual purchases on the website. Constant Contact, AB Company's email campaign management tool, can also guide their data collection to track open email rates and conversions from their email campaigns from users who subscribe to their email lists. Their website can have analytics data that track online purchases straight from it. This can help identify the marketing channels that drive direct conversions.

The fourth step is Post Purchase Experience. Data that can be collected would be from Constant Contact, website analytics, and Facebook ads. Constant Contact can have analytics that can monitor email engagement, such as feedback surveys and follow-up emails. The website has analytics data that track post purchase behaviors, including returning visitors and engagement with post purchase content. Facebook ads data can track comments, reviews, and customer interactions on the social platform. It can help the company identify customer satisfaction and engagement after purchase.

The last step is the Loyalty Loop, which can be in the form of repurchase and advocacy. Data can be collected from Constant Contact, Google and Facebook ads, and website analytics. Constant Contact can track engagement with email campaigns with exclusive offers from AB Company. Google and Facebook ads can track recommendations, shares, and retargeting campaigns. Website analytics can analyze repurchase behaviors and customer lifetime value for each specific customer.

Leveraging data from these marketing technologies at each McKinsey Consumer Decision Journey Model stage allows AB Company to gain insights into consumer behavior, optimize marketing strategies, and enhance the overall customer experience (David, 2023). Integration and analysis of data from the different marketing channels provide a holistic view of the consumer journey, allowing for data-driven decision-making.

## **Marketing Technology Stack**

### **Current and Recommended Technologies**

AB Company has seven current marketing technology tools: WordPress, Excel Constant Contact, Facebook Ads, Google Ads, Google Tag Manager, and Google Trends. While they have a decent range of owned, paid, earned, and data tools, they need an overall analytics tool that will aid them in keeping track of their primary marketing goal.

I would recommend that AB Company add Google Analytics, Hootsuite, Salesforce, Tableau, and an SQL server such as Snowflake. This will give AB Company additional data to collect and analyze that will aid them in reaching their marketing goals.

### **Explanation**

Of the seven current marketing technology tools AB Company already has in their toolkit, Excel is in the Data Management category in the MarTech Stack. Excel helps the company collect data onto readable tables that can be structured and input into a database. Google Tag Manager is in the Tag Manager category because the system helps the company quickly add and update their website tags without constantly changing the code. WordPress is in the Owned Media category because it helps AB Company manage its website, including landing pages and product pages, while facilitating easy content creation and updates. Constant Contact is another Owned Media tool because it helps the company create and manage email campaigns for users who subscribe to the email list. Emails are essential for reaching customers with promotions, newsletters, and personalized product recommendations.

Google Ads is placed in the Paid Media category because it helps AB Company create and manage paid search campaigns to help drive targeted traffic to the website. Facebook Ads is also in the Paid Media category because this platform helps the company create and manage paid advertising campaigns for Facebook and Instagram that target their customer base. These advertising platforms are valuable for promoting products, running retargeting campaigns, and increasing brand awareness. Google Trends is in the Earned Media category because it helps AB Company keep track of the company's popularity on the search engine results page. It can also help reflect how many consumers search for specific keywords related to the company. Google Trends is also helpful with competitive research because it allows for searching competitors' names and seeing what keywords they rank for compared to AB Company.

Snowflake is placed in the Data Storage category as this SQL server will help aid in faster query searches and efficient storage for larger amounts of structured data. Salesforce is in the Customer Relationships Management (CRM) category as it can help AB Company manage

customer behavior, interactions, sales, and maintain a centralized database for customer information. This is crucial for personalized marketing and customer retention. Tableau falls under the Data Visualization category as it allows the creation of interactive and shareable dashboards using various data sources that can be presented to stakeholders. Google Analytics is in the Attribution and Owned Media categories because it can provide insights into website traffic, user behavior, and campaign performance. Hootsuite is in the Earned Media category because it is a social media management platform that can help AB Company respond to messages and comments and monitor social channels in a more centralized platform.

Building a comprehensive MarTech stack that will enhance various aspects of marketing, data, sales, and customer engagement is essential. The marketing technology tools should also be integrated well with each other to ensure seamless data flow. AB Company should also regularly assess the performance of each tool to ensure it is contributing to meeting its primary goal of increasing annual website sales.

### **References:**

David, N. (2023). *Digital marketing analytics: Strategic decision-making*. Stukent.