

FABRIC

MEASUREMENT TOOLKIT

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YOUR GUIDE TO:

DEMONSTRATING IMPACT

Marketing is no longer a 'nice to have' and should be seen as a key function within any organisation.

This means marketers need to justify their every move with a measurement strategy that ties tactics to business impact. Knowing where to start can be a minefield, the landscape is ever changing meaning there's hundreds of ways you could deliver your strategy. Putting **personas** at the heart of your marketing can give you strategic focus when choosing which tactics to employ, but what about when it comes to measuring the impact those tactics deliver?

Linking marketing efforts to business impact can be difficult, especially when there are no immediate revenue goals to focus on, but it is critical when it comes to evidencing your impact and demonstrating the value of your marketing efforts. The key here is to build a measurement framework around your business objectives to ensure all of your tactics are contributing towards meeting your organisation's wider goals.

We've provided a basic framework template in this toolkit along with a guide so you can map this out for your own organisation. We know this isn't an easy task, so we've also created a dedicated webinar to support you in building this out.

We're doing a deep dive into:

- Building a measurement framework around your business objectives
- Making sure your metrics are strategic
- Analysing and dissecting your data to make informed strategic decisions

Don't miss it!

[Watch here](#)

BUILDING A MEASUREMENT FRAMEWORK

A measurement framework translates your business and marketing objectives into metrics that you can keep track of. You should think of your framework as a four-tiered system – the top level focuses on your overarching business goals, the second row on your marketing and communications goals, the third on your KPIs, and the final section is all about measuring your tactical activity.

Tier one: Your business goals

Including this tier within your framework is key to demonstrating where your tactics are working towards your wider business goals.

Example: Imagine your business objective is to break into a new sector

This should feature in the top row of your measurement framework.

Tier two: Your marketing and communications goals

This row should include your marketing and communications objectives that are derived from your overarching business goals. So the marketing and communications goals for the above business objective may be:

- To increase awareness in the target sector by 30% by the end of the financial year
- To secure 3 new strategic partners in the target sector by the end of the financial year
- To gain 15% additional revenue from the target sector by the end of the financial year

If you need guidance on getting clarity on your business objectives, you can check out [this webinar](#).

Tier three: Your KPIs

So, this is where it gets interesting. This section is all about the KPIs – or key performance indicators – you'll use demonstrate how effectively you're reaching your objectives.

Example: If your objective is to build brand awareness in a specific sector, your KPIs for this could be:

- To increase visibility
- To increase customer engagement

So, these KPIs would sit in the third section of your measurement framework underneath the relevant marketing and communications objective.

Tier four: The measurables

Now on to the measureables. This is where you'll attribute real data to your business objectives whilst bringing in the tactics and assets you've defined within your marketing strategy.

So, let's set the scene...we've created a tactical delivery plan around our customers and have decided that the following tactics will best contribute to meeting our business goal to break into a new sector by building brand awareness (our marketing goal) and increasing visibility (our KPI):

- Building out a sector hub on our current website that contains case studies, guides and webinars
- A targeted eNewsletter
- Press strategy targeted at trade and regional publications
- LinkedIn and Twitter

The final step to build out the measurement framework would be to define the measurables for these tactics. Remember, these should all be considered with your overarching business goal in mind.

Example: If your objective is to build brand awareness in a specific sector and your KPI is to increase visibility using the above tactics, we could look to measure:

- Thought leadership opportunities
- Press coverage
- New website users
- LinkedIn follower demographics

So, these things are what sit in the last section of your measurement framework.

The next steps

Once you have created your framework, the next step is to determine how you'll keep a record of your metrics. Whether in a simple spreadsheet or through bespoke software, it's up to you. Just make sure it's clear your measurables are linked to your objectives so you can effectively evidence your success.

If you're ready to build your own measurement framework, don't forget to [watch our webinar](#) where we show you the process in detail alongside how to make sure your metrics are actionable and truly demonstrate your impact.

MEASUREMENT FRAMEWORK TEMPLATE

CONGRATS, YOU NOW KNOW HOW TO BUILD A MEASUREMENT FRAMEWORK

We hope you have found this toolkit valuable and are ready to implement everything you have learnt.

To find out how we can support you in your role, speak to one of the team by emailing hello@fabric-academy.com

Did you know we teach you how to build a measurement framework in much more detail as part of our Master Strategy Programme?

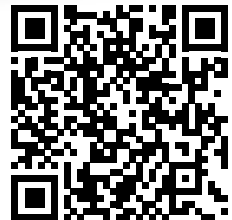
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Our programme runs four times per year, in January, April, June and September.

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"My experience with Fabric was invaluable. The amount of relevant and interesting content that was distilled into easily digestible chunks made for really fun learning and I would recommend this programme to anyone wanting to increase their knowledge and skills."

Hannah, Content Manager, West Barn Co

"If you're looking to develop yourself professionally outside of work, challenge yourself more and experience a more hands-on approach to developing your own knowledge and learning, this is the course for you."

Kim, Marketing Manager, Kia Motors

80%

of learners would recommend our course

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100%

of learners absolutely loved the Fabric programme

Data collected as part of a CSAT survey

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12 WEEKS**

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