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THREE WAYS TO LOOK AT YOUR DIGITAL ROI

MARCH 24, 2016 BY KEVIN LAYTON

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I've been talking month after month to the business community online about different digital tools to help business owners be successful in digital marketing, but how do you really KNOW that something is working? We all want to see a good return on our investment, and the only way you can know if something is a good investment is by measuring it.



Here are three ways you can look at your digital ROI:

1. **Set measurable goals!** Remember, before you start any advertising campaign or project, design it in such a way that makes it easy to track your results. You don't want to be too vague. For example, you don't want to say that you want to build a presence on Facebook; you want to say that you want to have "X" amount of reach monthly on Facebook. We'll dive into some of the factors that you can measure, but just remember

