

Funnel Component	Tactic	Metric	Example of Goal	How?
Awareness: Attract your target audience by introducing your brand's value proposition	Website	Site Visits	Increase site visits by # each day/week/month	Increase visibility of site through SEO, paid SEM, paid social
		Bounce Rate	Decrease bounce rate by x%	Make sure the content that's most relevant is above the electronic fold - meaning visitors shouldn't have to scroll too long before getting to the gold
	Paid (Digital) Ads	Cost per impression (CPM)	Increase impressions by x%	Increase investment in ad spend
	Paid Search	Cost per click (CPC)	Achieve \$\$ CPC rate	This goes back to your keyword strategy - are you selecting keywords that will achieve a lower CPC rate while working hard to get your consumers to your page?
Consideration: Convince your audience that your products/services should be added to their consideration of choices. This is the moment when customers collect information about various products/services for a specific need they have. So make sure you show them what you're made of!	Website Page Views	Page Visits	increase page visits by #/%	Select a specific page that specifically helps the consumer add your brand to their consideration set. Maybe it's your services, or your about me, or even your portfolio of work. If you sell products, consider a page that gives more information about the benefits of your product
		Time spent on Site or page	Increase time spent on page by x minutes	Time spent on a page can indicate how engaged a visitor may be on your site. Set a benchmark for each page
	Email	Open Rate	Increase open rate from x% to y%	Your open rate can be a signal of how powerful your subject line is or if your consumers have you tagged as spam (yikes!). It can also signal to you how far your message is reaching
		Call to Action (CTA) Click through Rate	Increase from x% to y%	Good email campaigns usually have 1 strong call to action that drives the reader from consideration to purchase. Keep track of how many people are actually clicking that button. Some things impacting the rate could be the language or the placement of the button.
Conversion	Website	Cart Abandonment	Decrease from x% to y%	The problem to diagnose here is why consumers may be stopping short from submitting their payment and what you can do to remind them that they were on the right path. Set up triggers on your site to remind consumers about your core benefits and follow-up with a targeted email, if possible
	Email	Call to Action (CTA) Click through Rate	Increase from x% to y%	Good email campaigns usually have 1 strong call to action that drives the reader from consideration to purchase. Keep track of how many people are actually clicking that button. Some things impacting the rate could be the language or the placement of the button.
		CTA Click through Rate	Increase from x% to y%	
	Paid (Digital) Ads	Cost per impression (CPM)	Decrease from \$x to \$y	
		Cost per acquisition (CPA)	Decrease from \$x to \$y	Ultimately, you want your cost per acquisition to be low. First you should establish a benchmark and work to create ads that are more effective and more targeted to your consumer