



Monday, 17 July

11:15am

What Exhibitions Can Do for an Association

Linda Gaunt, Australian Dental Industry Association & Troy Williams, Australian Dental Industry Association

2:25pm

Easily Attract & Retain Members with Online Professional Development

Lee Goldsworthy, Course Genius

11:55am

10 Marketing KPIs Every Association Should Be Measuring

Angie Karpouzis, Aptify

4pm

Affordable PR Strategies for the Long Term

Jo Scard, Fifty Acres - The Communications Agency

1:45pm

Keeping Women in the Resources Industry: A Case Study of AMMA's Virtual Mentoring Program

Melissa Richardson, Art of Mentoring & Tara Diamond, Australian Mines and Metals Association

4:40pm

Revenue Streams and Investments for Sustainability

Stephen Tait, Randwick Waverly Community Transport



10 Marketing KPIs Every Association Should Be Measuring

Angie Karpouzis, Aptify

Here's What We'll Cover...

10 Marketing KPIs

1. Website Traffic (Unique Visitors/Organic Search)
2. New Leads
3. Visitor-to-Lead Ratio
4. Lead-to-Member Ratio
5. Landing Page Performance
6. Email
7. Blog Traffic
8. Blog Subscribers
9. Keyword Ranking
10. Backlinks

Explosion of Data and Tools

5

~150

Marketing Technology Landscape



2011

~350

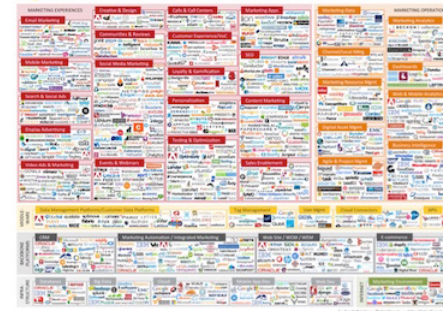
Marketing Technology Landscape



2012

~1,000

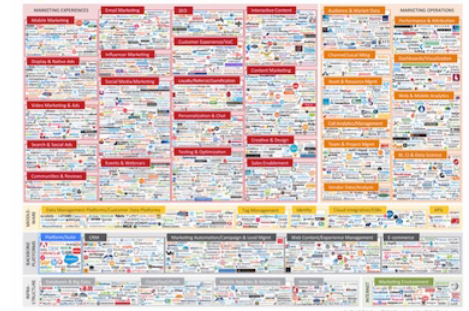
chiefmartec.com Marketing Technology Landscape



2014

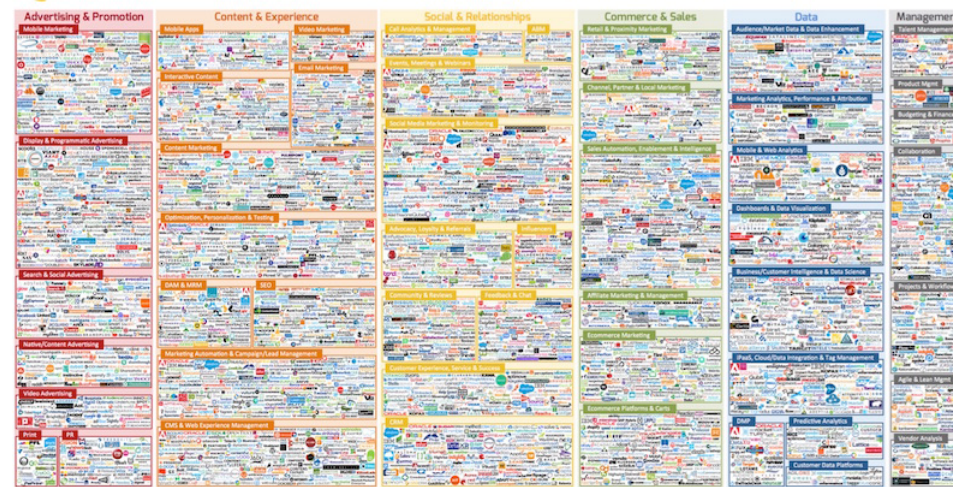
~2,000

chiefmartec.com Marketing Technology Landscape



2015

chiefmartec.com Marketing Technology Landscape



March 2016

~3,500
(3,874 logos)

2016

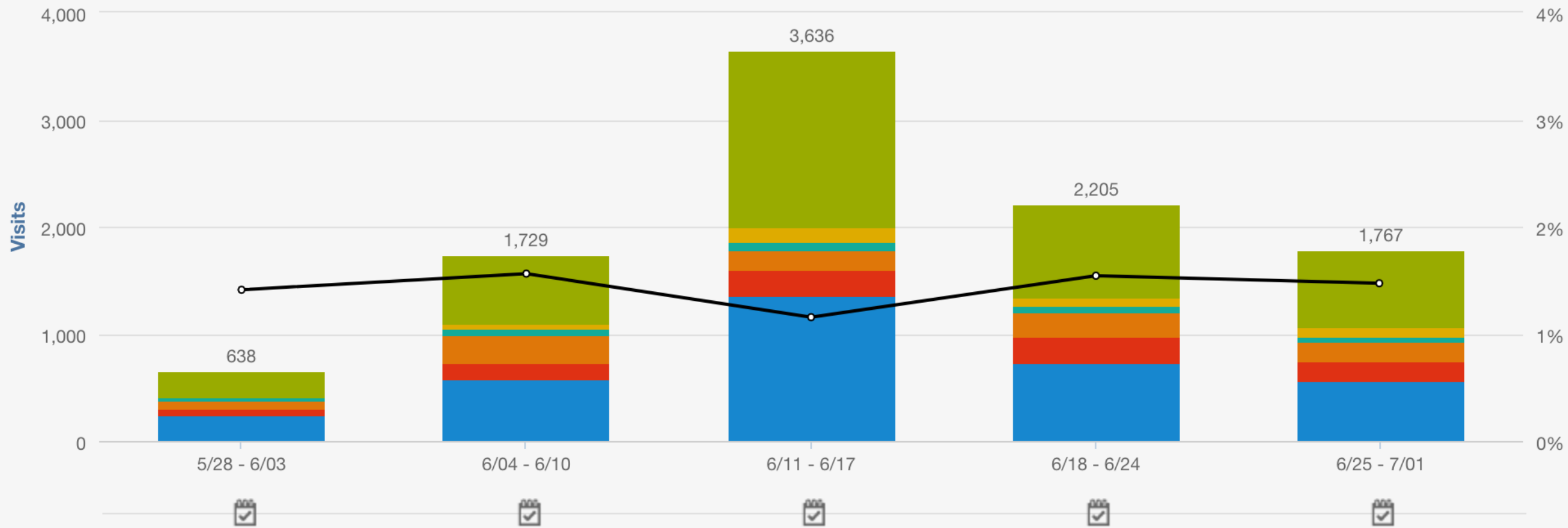
Q: What marketing KPIs are you measuring?

Website Traffic

Standard

Cumulative

Visits

☐ Show offline sources☒ Show visits-to-contacts rate[+ Add marketing action](#)

Website Traffic - Sources

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Source	Visits	%	Contacts	%	Customers	%
 Organic Search Google, Bing, Yahoo, etc.	4,126	1.26%	52	0.00%	0	0.00%
 Referrals Links on other sites	358	3.35%	12	0.00%	0	0.00%
 Social Media Facebook, Twitter, Link...	274	1.46%	4	0.00%	0	0.00%
 Email Marketing Email links	928	0.43%	4	0.00%	0	0.00%
 Paid Search Paid search advertise...	889	3.15%	28	0.00%	0	0.00%
 Paid Social Paid social advertisem...	6	0.00%	0	0.00%	0	0.00%
 Direct Traffic Manually entered URLs	3,386	1.12%	38	0.00%	0	0.00%
 Other Campaigns Other sources	8	0.00%	0	0.00%	0	0.00%

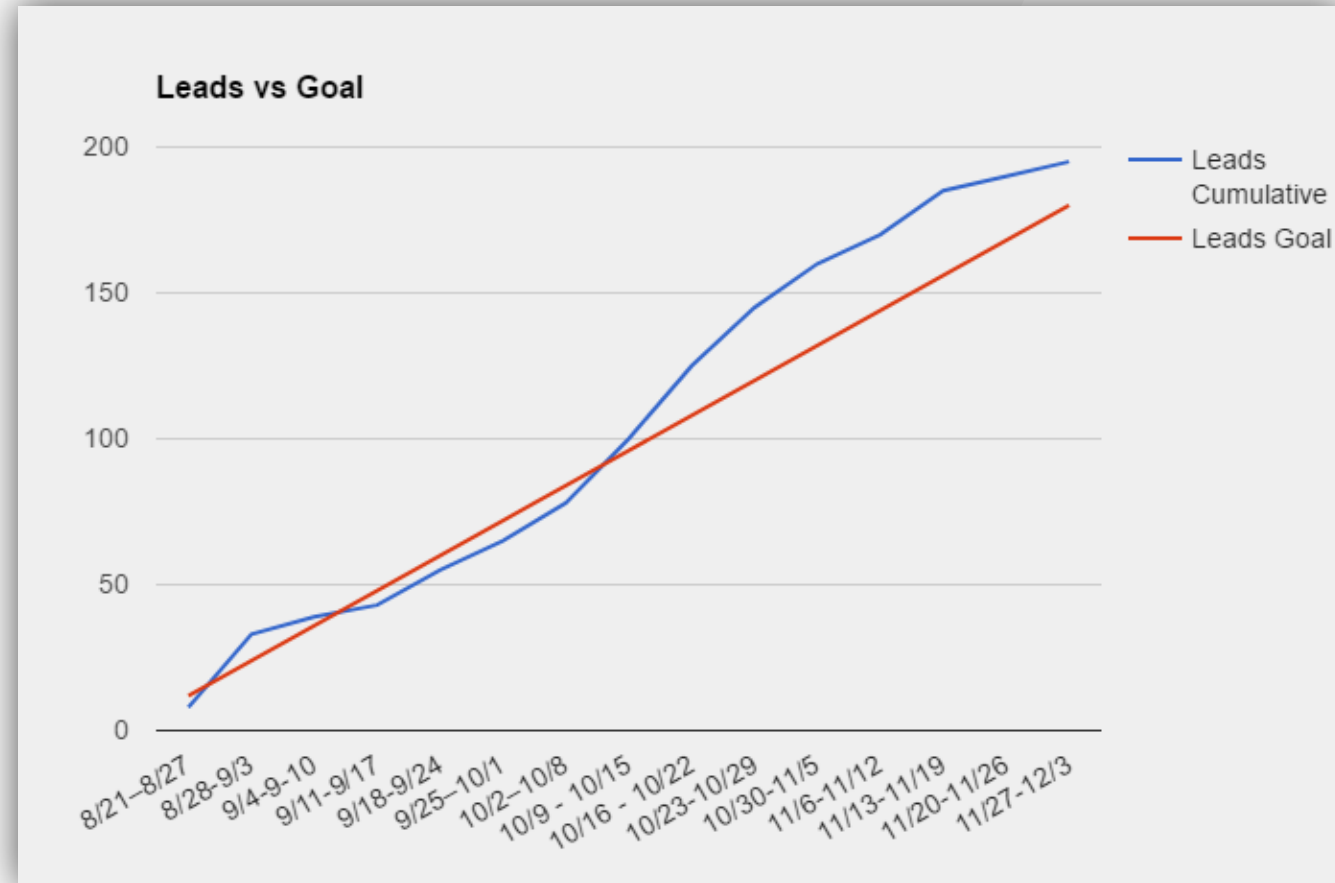
Website Traffic - Keywords

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Keyword	Visits ▾	%	Contacts	%	Customers	%	Track
Unknown keyword...	58,957	1.47%	867	3.69%	32	0.05%	
aptify	732	1.37%	10	0.00%	0	0.00%	☒
aptify pune	82	0.00%	0	0.00%	0	0.00%	☐
aptify software	50	4.00%	2	0.00%	0	0.00%	☐
aptify corporation	33	0.00%	0	0.00%	0	0.00%	☐
aptify careers	25	0.00%	0	0.00%	0	0.00%	☐
aptify software de...	24	0.00%	0	0.00%	0	0.00%	☐
aptify.com	20	5.00%	1	100.00%	1	5.00%	☐
association mana...	17	0.00%	0	0.00%	0	0.00%	☒
aptify australia	17	0.00%	0	0.00%	0	0.00%	☐
aptify software de...	16	0.00%	0	0.00%	0	0.00%	☐
aptify software de...	15	0.00%	0	0.00%	0	0.00%	☐

New Leads (vs. Goal)

- **What is it?** New qualified leads from online and offline sources.
- **Why is it important?** Shows how you are doing vs. goal.



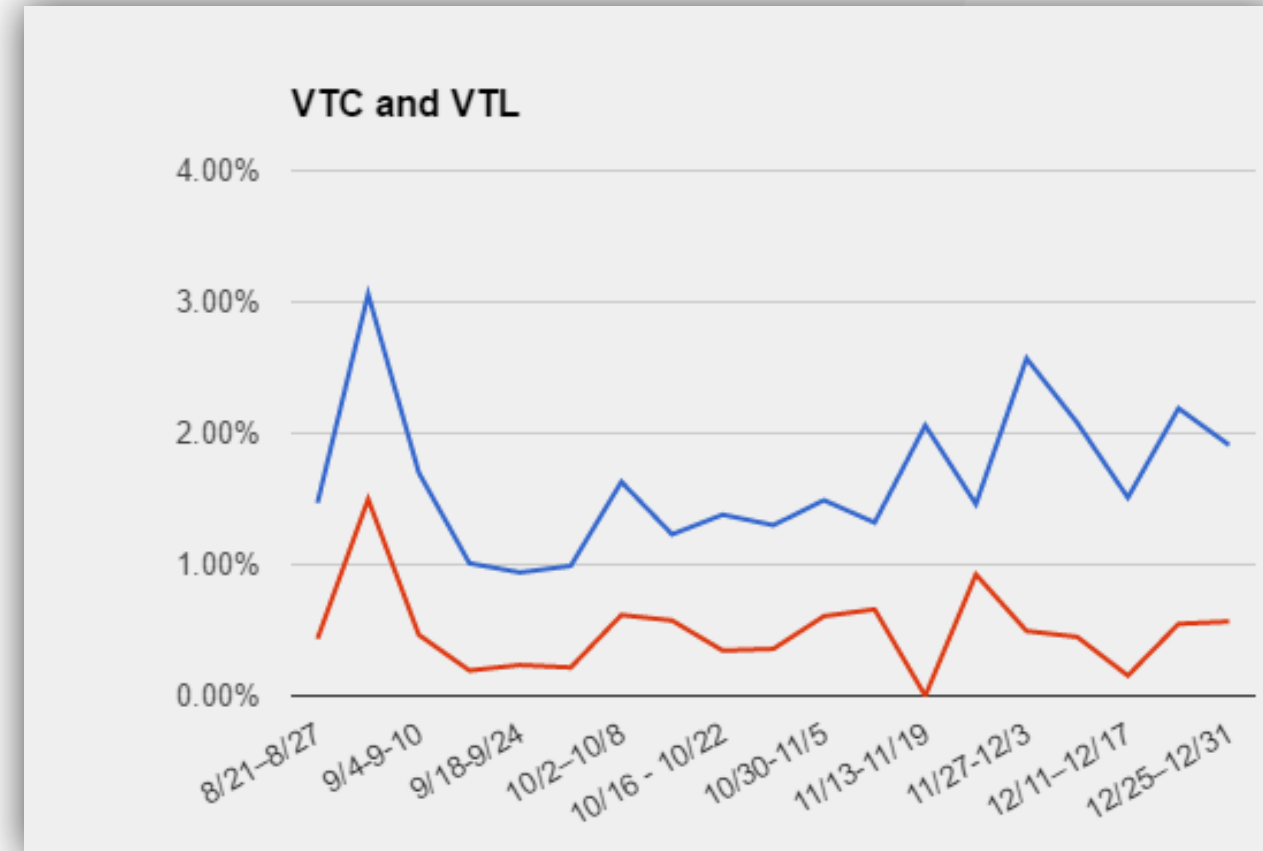
New Leads - Sources

- **What is it?** Identifies the sources of your leads.
- **Why is it important?** Shows what sources are performing and where you need to invest more and/or less time and money.

	Total	% Total
Direct Traffic	39	20%
Organic Search	51	26%
Google	50	
Bing	1	
Yahoo	0	
Social Media	18	9%
Twitter	16	
Facebook	0	
LinkedIn	2	
Referrals	17	9%
Email Marketing	31	16%
Paid Search	37	19%
Events	1	1%
Total	194	100%

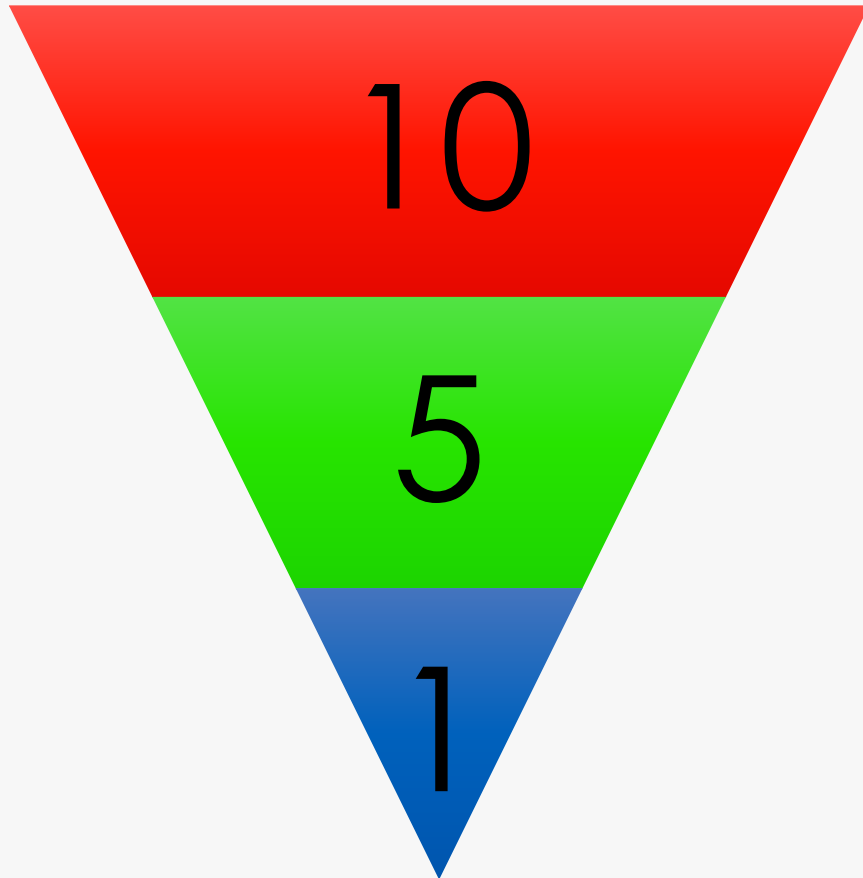
Visitor-to-Lead Ratio

- **What is it?** Leads/web site traffic. Shown as a percentage.
- **Why is it important?** Shows how effective your site is at capturing qualified leads from incoming traffic.



Lead-to-Member Ratio

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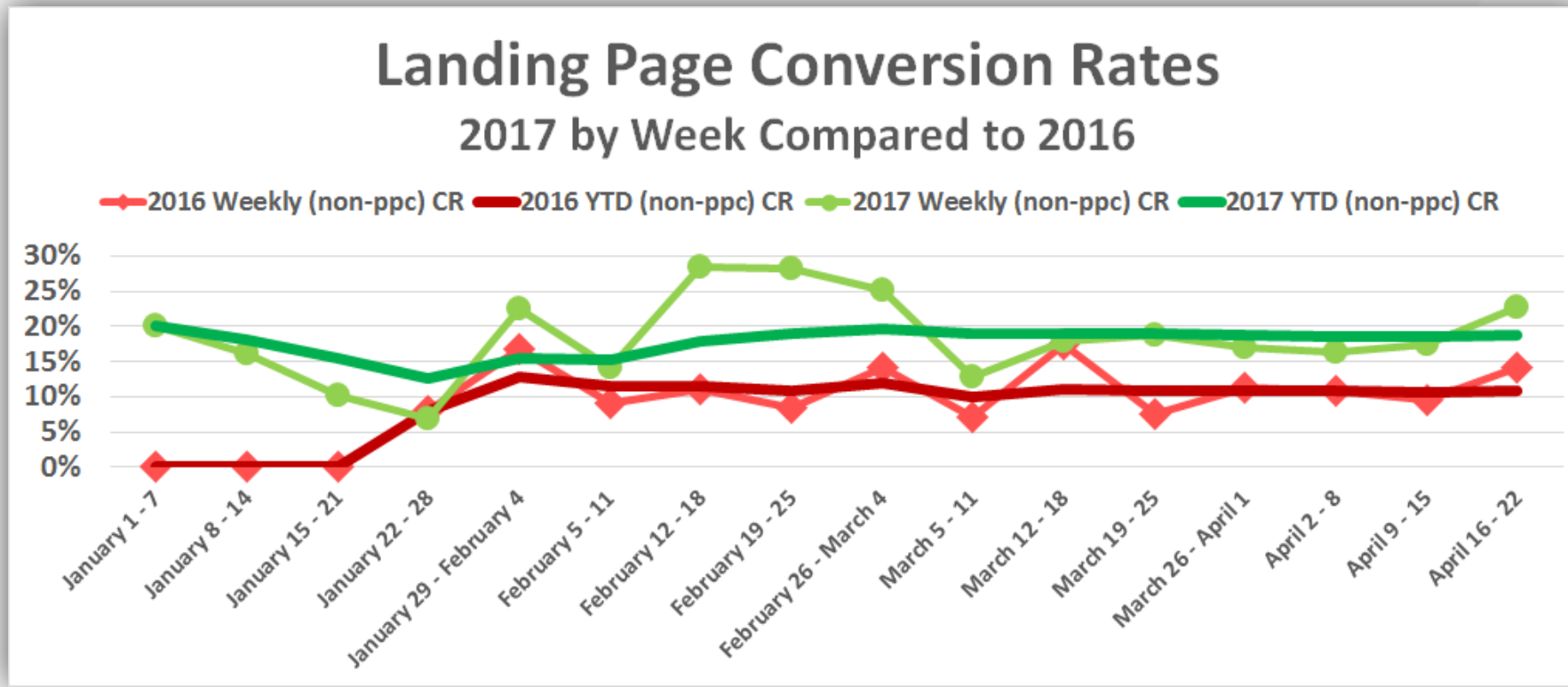
Generate Leads

Qualify Leads

Member!

Landing Page Conversion Rate

- **What is it?** Percentage of people who come to a landing page that complete a form (convert).
- **Why is it important?** Low conversion rates can identify areas to improve.



Landing Page Conversion Rate

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Name	Views	Submissions ▾	Rate
● LP Core Applications	342	121	35.38%
● LP Cairo Webinar - Client...	127	105	82.68%
● LP: CES Part 1	420	94	22.38%
● LP Contact Us	1,637	71	4.34%
● LP CES Part 2	81	62	76.54%
● LP CES Part 3	66	59	89.39%
● LP 2017 Top Association ...	104	53	50.96%
● LP 50 Ways to Boost As...	93	52	55.91%

Email KPIs

- Email KPIs
 - Delivery
 - Open
 - Click
 - Unsubscribe

39,251
Sent

99.52%
Delivery rate
(39,063)

13.04%
Open rate
(5,093)

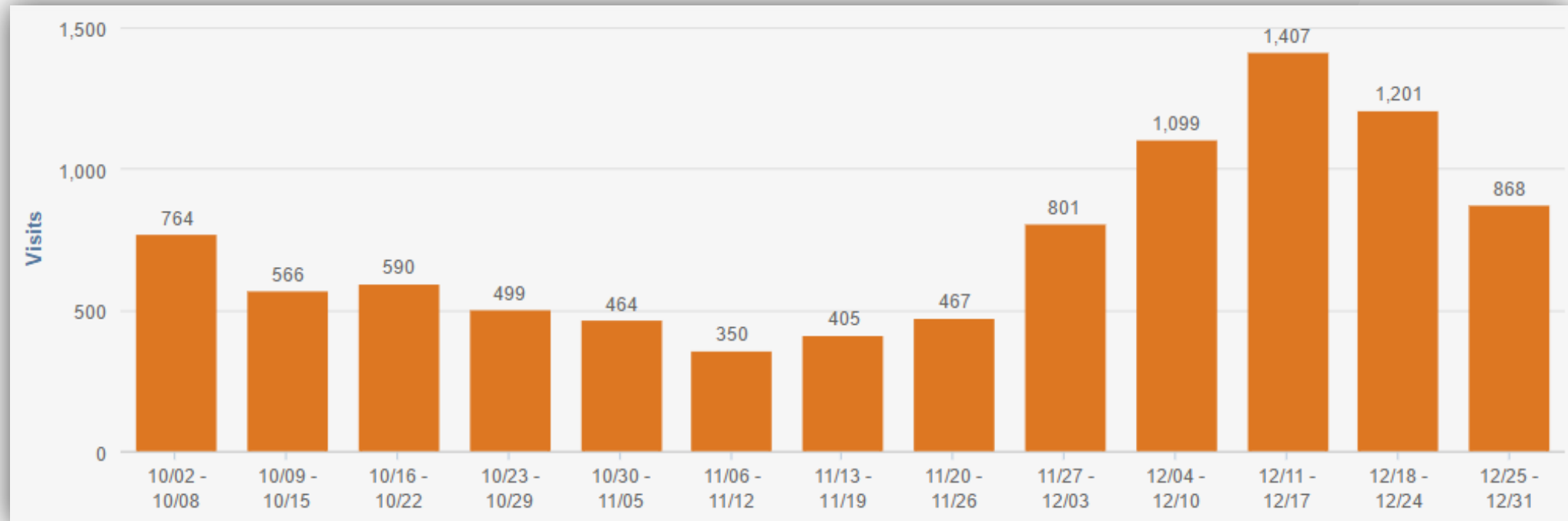
1.26%
Click rate
(492)

0.34%
Contacts lost
(132)

CTR = Interest

Blog Traffic

- **What is it?** Visitors to your blog.
- **Why is it important?** Shows whether your content is resonating with your audience.

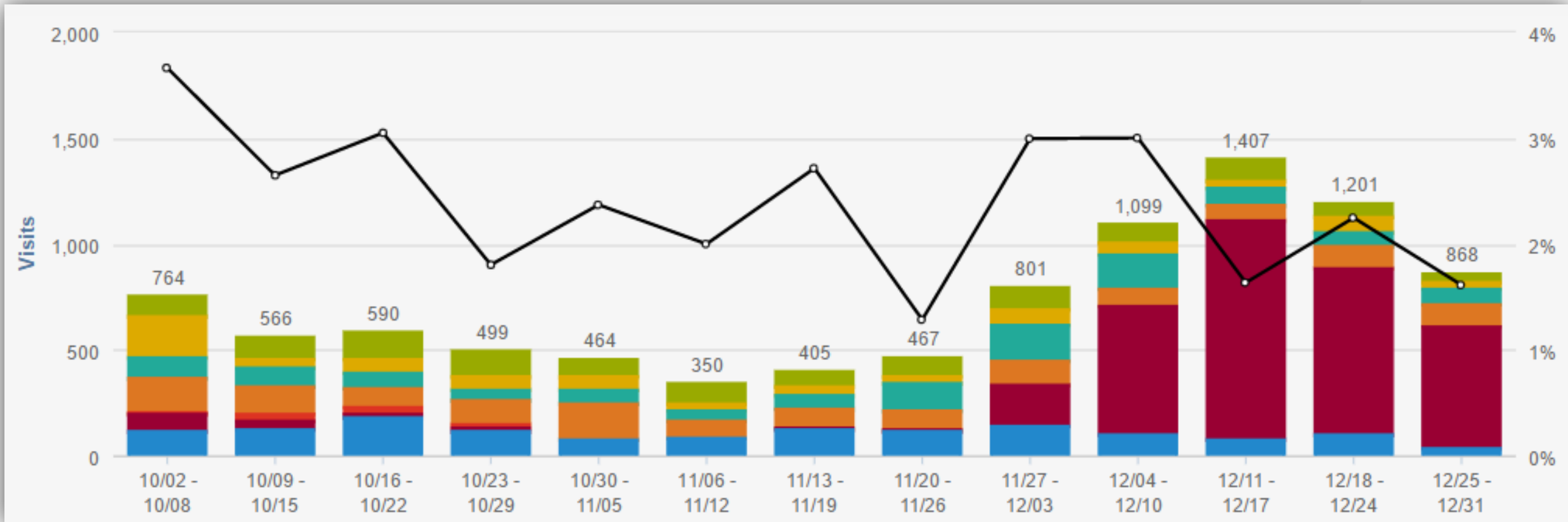


Blog Traffic - Sources

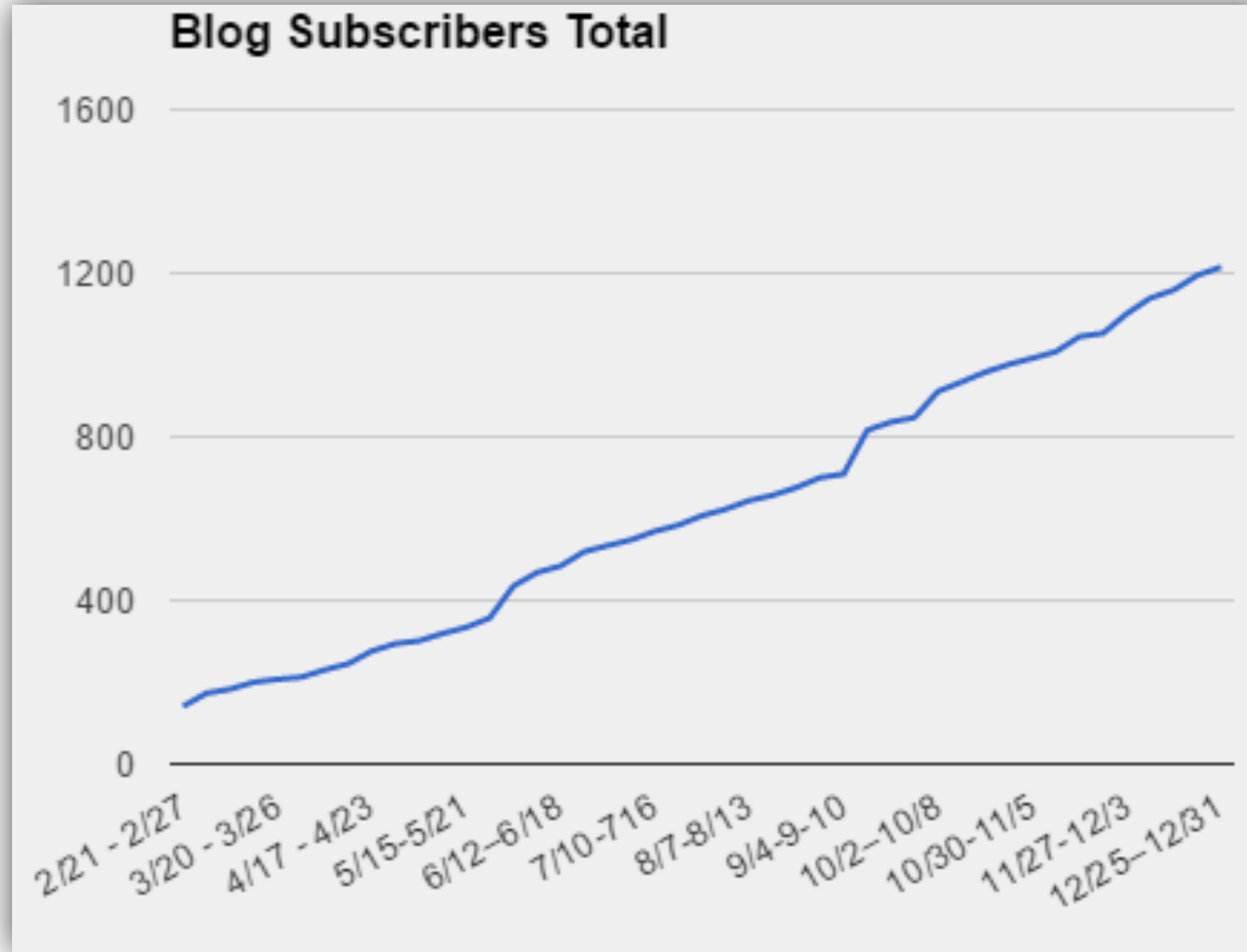
Source	Visits	%	Contacts
 Organic Search Google, Bing, Yahoo, etc.	1,187	3.62%	43
 Referrals Links on other sites	817	9.67%	79
 Social Media Facebook, Twitter, LinkedIn...	1,142	3.42%	39
 Email Marketing Email links	1,414	2.12%	30
 Paid Search Paid search advertisements	86	2.33%	2
 Paid Social Paid social advertisements	3,372	0.21%	7
 Direct Traffic Manually entered URLs	1,457	1.78%	26
 Other Campaigns Other sources	6	0.00%	0
 Total	9,481	2.38%	226

Blog Traffic and VTC

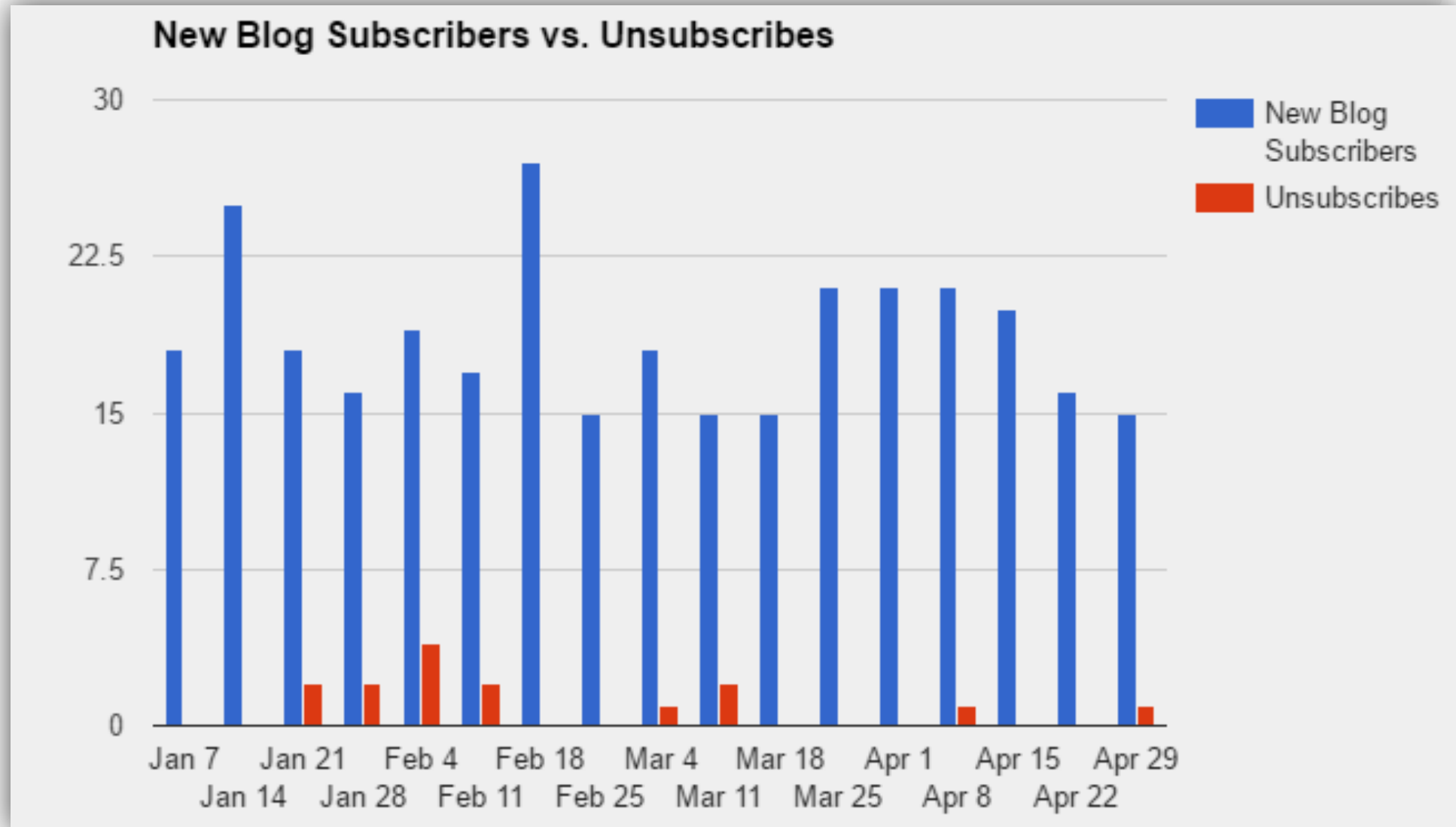
20



Blog Subscribers Trend



Blog Subscribers vs. Unsubscribers



Blog CTRs

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Blog Post	Views	CTA clicks ▼	Click-through rate
● 2 Rules of Thumb When Defining Membership Software Requirements	49	11	22.45%
● 5 Overlooked Tactics for Growing Association Membership	154	10	6.49%
● How Much Does an AMS Really Cost?	25	8	32%
● 5 Utterly Easy Ideas to Boost Member Engagement Today	74	4	5.41%
● 6 Tips to Help Increase Your Member Engagement This Year	53	3	5.66%

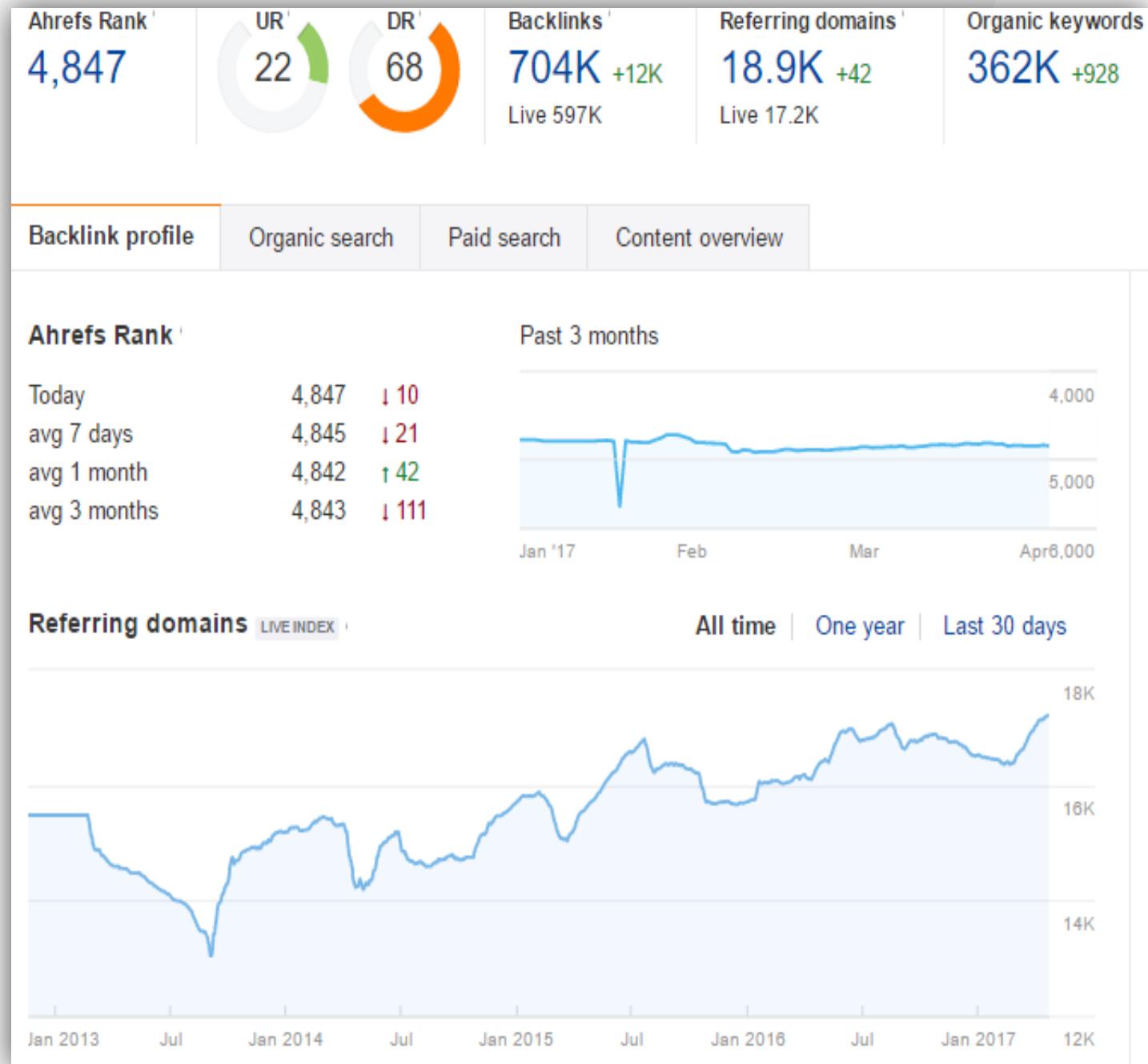
Keyword Ranking

- **What is it?** How you rank for a keyword in Google SERP results.
- **Why is it important?** The higher you rank the more likely you'll get organic traffic.

Search results		AR	DR	UR	Backlinks	Domains	Traffic
► 7 adwords top							
1	Best Membership Management Software 2017 Reviews of the Most ... http://www.capterra.com/membership-management-software/ ▼	6K	67	31	174	61	1,849
► 4 site links							
2	The Top 7 Free and Open Source Membership Management Software ... http://blog.capterra.com/top-7-free-open-source-membership-management-software-products/ ▼	6K	67	27	113	38	1,859
3	The Best Membership Management Software of 2017 PCMag.com http://www.pcmag.com/article2/0,2817,2489257,00.asp ▼	1K	73	25	96	35	857
4	Membership Management Software Wild Apricot - Member ... https://www.wildapricot.com/membership-management ▼	38K	61	22	214	19	390
5	Membership Management for Associations YourMembership http://www.yourmembership.com/products/membership-software/ ▼	4K	68	28	2,133	43	207
6	MemberClicks All-In-One Membership Management Software http://www.memberclicks.com/ ▼	21K	63	47	1,144,604	1,527	685

Backlinks

- **What is it?** Inbound links from other websites to yours.
- **Why is it important?** Number of backlinks is an indicator of popularity or importance of your site.



Contact Me

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