

# Measuring Actions and ROI Through The Ladder of Engagement

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It is easier than ever to collect data about how your online communication is working. It seems that most organizations are sticking with the easy stuff, however. About 61 percent measure website hits, visits and page views, and 45 percent track numbers of followers or friends, according to a recent study by **Duke University's** Fuqua School of Business and the **American Marketing Association**. What do these metrics tell us, really? Only 31 percent track conversion rates. What happens after someone likes your brand or shows up on your webpage? Even if they “engage” with

your brand on social media, where does that lead?

Communication metrics are meaningless without context. They are especially meaningless without a clear understanding of the objectives you are trying to accomplish.

Do you want to obtain leads, increase sales, drive advocacy, raise awareness? What is the conversion you are hoping to gain through your communication?

## Build a Ladder

For years, advocacy organizations and causes have used a methodology called the

Ladder of Engagement					
Communication Trigger	Stage 1: Awareness	Stage 2: Attention	Stage 3: Engagement	Stage 4: Interest	Stage 5: Actions
Social Media Post	Reach	Likes & Shares	Comments	Website Visit	Conversion
Measures*	1M	33	15	10	2
Earned Media Article	Buzz or mentions	Website Visits	Multiple Page Visits	Sign up for email or trial	Conversion
Measures*	200% Increase	100% Increase	20% Increase	10% Increase	2% Increase

\* The numbers in this chart are an example; your own results may vary.

Above is an example of how to set up and measure a ladder of engagement for your communications and PR efforts. You can measure with absolute numbers, as in the first example, or use a percentage growth per normal levels, as in the second example.