

3 Ways to Predict Marketing Results Using Data

September 2023

Forecast results like a weather app

How to find two metrics:

Head over to your favorite platform, the one where you like to hang out the most. Tap to see your insights or analytics. You're only going to look at two columns. First, if the platform allows: sort your posts by highest engagement rate or clicks. Take note of anything that has 5 or more clicks where the impressions are at 400 or more. Print them out, jot them down. Those my friends bring me to point #2

Identify your successful, targeted campaigns

Now given that data as your guide you can create personalized marketing that already has been proven to resonate with your audience. Now, word of caution I'm guessing when you look at that list – there could be outliers. Maybe funny memes you shared but didn't create. Skip those and focus on what engagement you had on your own posts and create more around that topic or idea.

Time for rapid adaptation:

Armed with this info, you don't have to guess. You can adjust your strategy based on real-time insights. Use video, posts, carousels, go live, interview a client....but whatever you do, don't lose sight of the data that brought you here. You can continue to test new ideas and continue to look at your metrics on a 30-60-90 basis to better understand your new and existing followers.

Because you grabbed this guide – if you need a second set of complimentary eyes on your data, [grab a free 20-minute strategy call with me, Nicole Schmied, your small business cheerleader.](#)