

Source: <https://neilpatel.com/blog/tracking-online-ad-roi/?amp=>

Headline ideas:

This is ruining your ad campaigns
Don't bother running ads if you're not doing this
Do this and you will FEEL the results of your ad campaigns

Outline:

P - People aren't tracking ad ROI
A - This means that you never know the real results of your ads. Most people don't even know what a 'conversion' or a 'lead' is
S - tracking everything! Pixels and other tracking methods

Draft 1:

Four weeks into my first ever marketing job, I sat down in a 'marketing review'.

Me and the other new hires weren't trusted with clients yet, but we were each tasked to run an ad campaign for the company itself.

Our boss asked us one question, how effective are your ads?

The first guy said that sales had increased by 7.8% (a lot for the company by the way) since he launched his ads.

The boss asked, "How do you know that increase was from YOUR ads?"

A similar thing happened with everyone else. There was no solid proof to back that their ads brought in more clients.

I was prepared for this question with ooooooodles of proof on my ads performance.

I'll show you how I did it.

How Effective Are Your Ads?

Undoubtedly, if you go from having zero ads to running ads, you will get more leads and increase your number of clients.

But ads are expensive, right?

No one likes wasting money - especially when you have a business to run.

Although you may sign more clients the first time you run an ad campaign, 101 factors affect client acquisition.

By the time to run 10+ campaigns, it will IMPOSSIBLE to track whether or not your ads are working effectively.

So what ends up happening is...

You spend a load of cash on your first ad campaign, you see some numbers go up, so you spend even more money...

Then you've got a few different ads running and the initial increase in leads has leveled off...

But you know ads work, right?

Most people just trust that they're making money. There must be a better way.

You're Throwing Your Money Away

99% of businesses fail to see the direct impact of their ads.

They don't know how many leads (the word we use for potential clients) they've found, or how many conversion they've gotten.

The only statistic they see on their screen is:

'X amount of people have *seen* your ad'

Who cares how many people *see* your ad!? The only thing that matters is how many people **interact** with your ad.

We see over 5,000 marketing ads per day!

If you don't know how many people click on or contact you because of your ad, then no one knows if the ad is effective or not!

Without this data, it's impossible to define the amount of money (return on investment) ads are making.

Tracking Ad ROI Will Save You Zillions of Pounds

ROI is a well-understood term in the business/finance world.

But so many people forget that this applies to their ad campaigns too.

If you get things set up right, you can track how much you pay for each lead. How awesome is that!?

This is done in a few different ways.

The first tools you want to use are pixels. These nifty things exist in every ad platform and track EVERYTHING. If someone clicks a button on your site - it gets tracked.

You can also use things like UTM codes, which track where each website visitor comes from, and Google AdWord Tracking, which helps you to see the number of people that click on different things, and what they respond to the most.

Finally, you can also track your phone calls using different softwares. These softwares allow you to track offline conversions so you don't miss a thing!

Talk soon,
Joe