

# **Lunch & Learn LBAN**

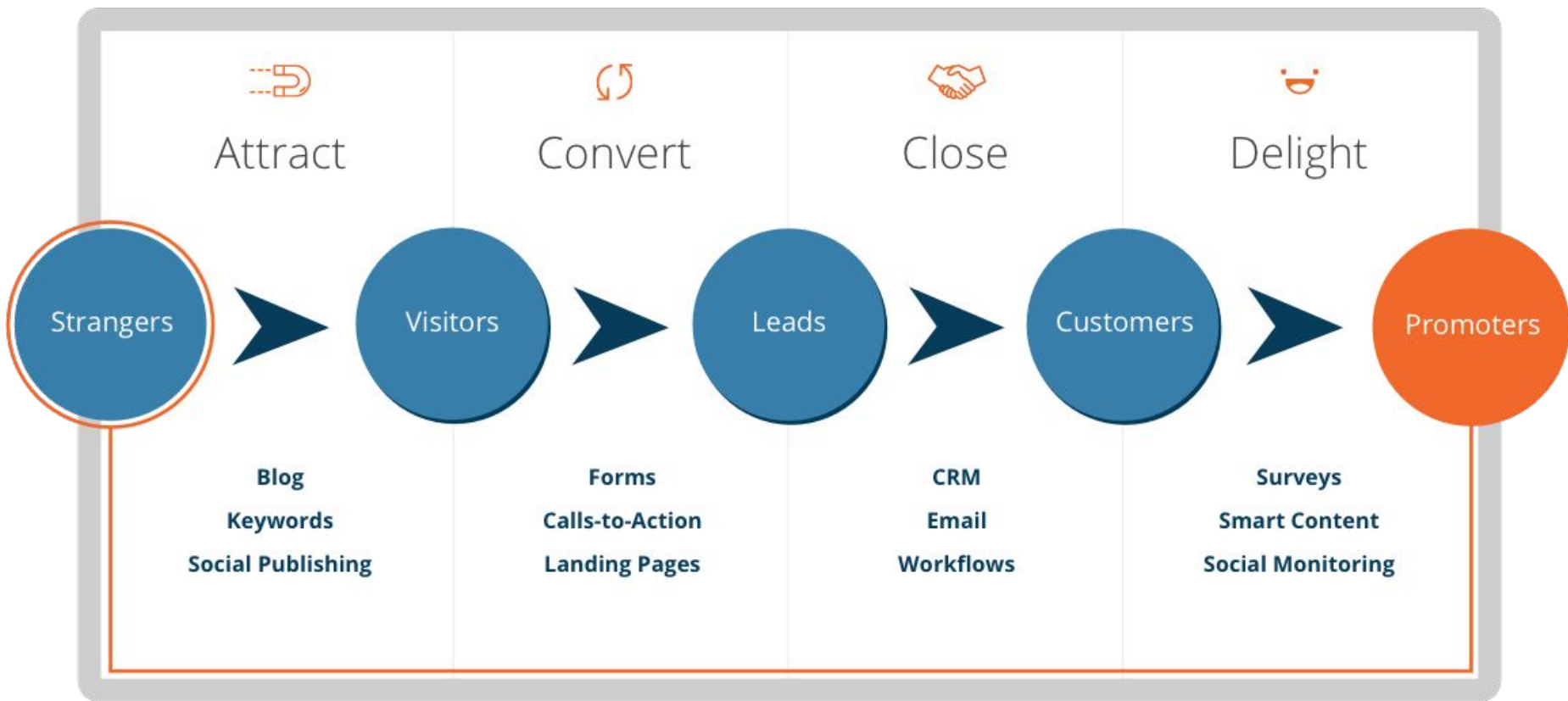
**10 tips to assess the marketing effectiveness  
of a company before investing in it**

Laurent Maillard - Adoraweb





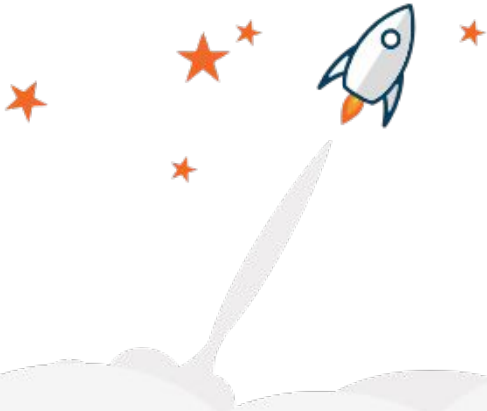
**OUR WAY OF WORKING  
ONLINE IS FAILING.**



# Tip 1: Is the budget agile?

→ Budget for the  
launchpad

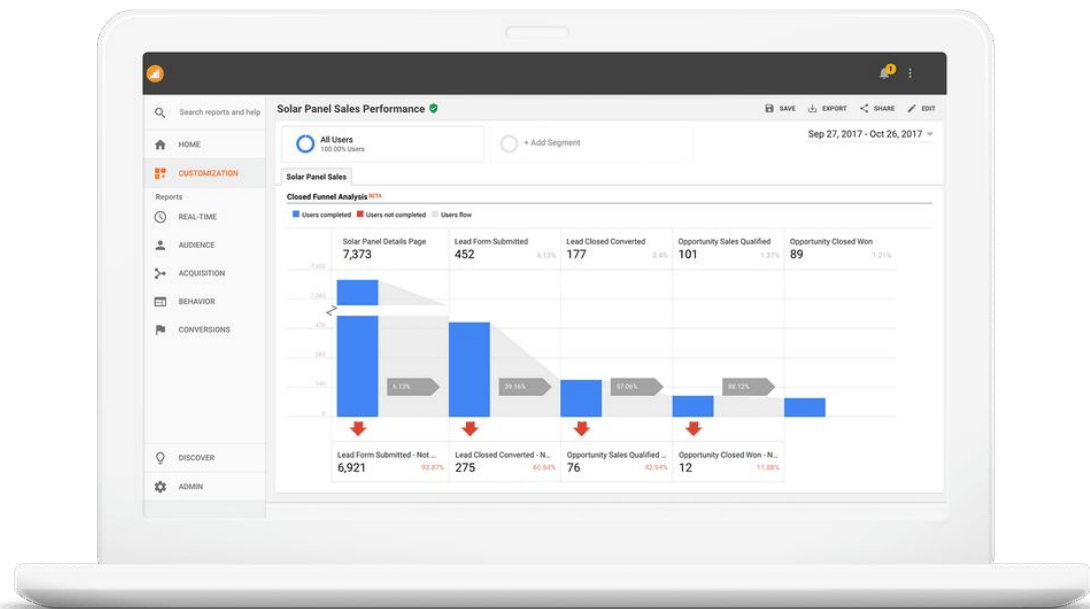
→ Sprint budgets



## Tip 2: Define the Status Quo



Google Analytics



- Sessions
- % New sessions
- Pages/session
- Bounce Rate
- Average session duration

# Tip 3:

## Define the traffic quality

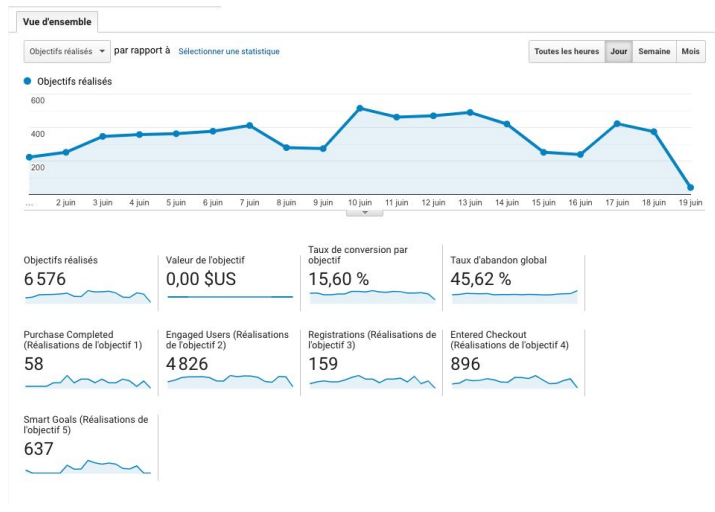


Google Analytics

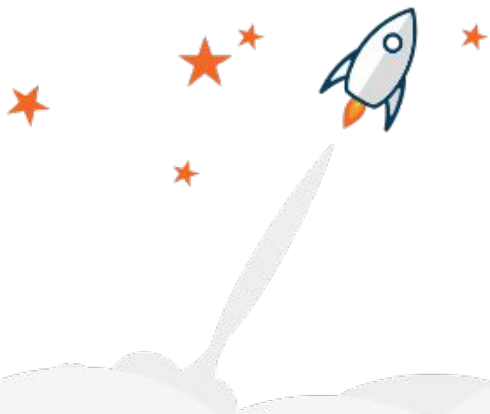
## Geographical origin

Pays ?	Acquisition			Comportement		
	Utilisateurs ? ↓	Nouveaux utilisateurs ?	Sessions ?	Taux de rebond ?	Pages/session ?	Durée moyenne des sessions ?
	31 932 % du total: 100,00 % (31 932)	28 427 % du total: 100,14 % (28 387)	42 130 % du total: 100,00 % (42 130)	40,88 % Valeur moy. pour la vue: 40,88 % (0,00 %)	4,74 Valeur moy. pour la vue: 4,74 (0,00 %)	00:03:16 Valeur moy. pour la vue: 00:03:16 (0,00 %)
1. 🇺🇸 United States	14 449 (44,53 %)	11 844 (41,66 %)	19 902 (47,24 %)	26,50 %	6,21	00:04:06
2. 🇮🇳 India	2 353 (7,25 %)	2 212 (7,78 %)	2 829 (6,71 %)	55,11 %	2,95	00:01:55
3. 🇬🇧 United Kingdom	1 589 (4,90 %)	1 391 (4,89 %)	1 896 (4,50 %)	55,06 %	3,25	00:01:59
4. 🇨🇦 Canada	993 (3,06 %)	897 (3,16 %)	1 236 (2,93 %)	36,33 %	4,87	00:02:59
5. 🇯🇵 Japan	916 (2,82 %)	842 (2,96 %)	1 249 (2,96 %)	45,24 %	4,39	00:03:22
6. 🇩🇪 Germany	825 (2,54 %)	765 (2,69 %)	981 (2,33 %)	59,23 %	3,21	00:02:31
7. 🇨🇳 Taiwan	814 (2,51 %)	720 (2,53 %)	1 097 (2,60 %)	46,49 %	4,34	00:02:52
8. 🇪🇸 Spain	778 (2,40 %)	713 (2,51 %)	962 (2,28 %)	62,06 %	2,86	00:02:25
9. 🇧🇷 Brazil	651 (2,01 %)	609 (2,14 %)	789 (1,87 %)	51,46 %	4,49	00:03:40
10. 🇳🇱 Netherlands	633 (1,95 %)	554 (1,95 %)	970 (2,30 %)	63,09 %	2,43	00:03:09

## Conversions



## Bonus Pro Tip



+ Is Google Analytics properly configured ?

<https://www.ohow.co/ultimate-guide-to-removing-irrelevant-traffic-in-google-analytics/>

## Tip 4: Check the current audience




- Email list
- Social media followers
  - ◆ Facebook
  - ◆ LinkedIn
  - ◆ Twitter
  - ◆ ....
- + What should it include?



# Tip 5:

## Test the quality of the email list


 [Why Kickbox](#) [Integrations](#) [Resources](#) [Pricing](#) [LOG IN](#) [SIGN UP](#)


### Smarter Email Verification for Marketers and Developers

Ensure 99% of your emails reach your customers. Verify your email list and integrate our real-time email verification API.

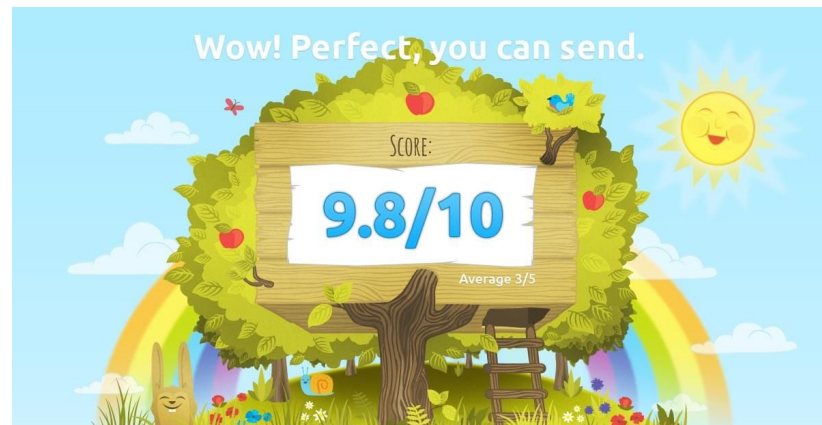
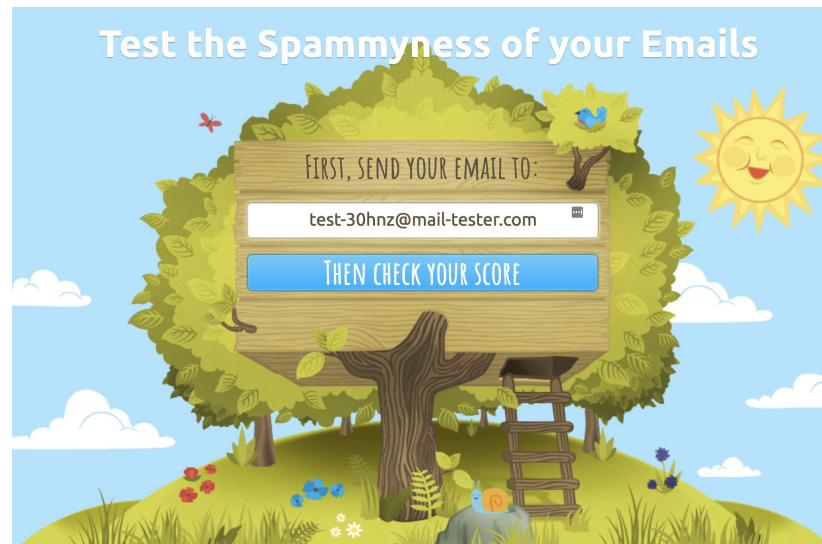
[GET STARTED FREE](#)

*100 free credits for all new customers*





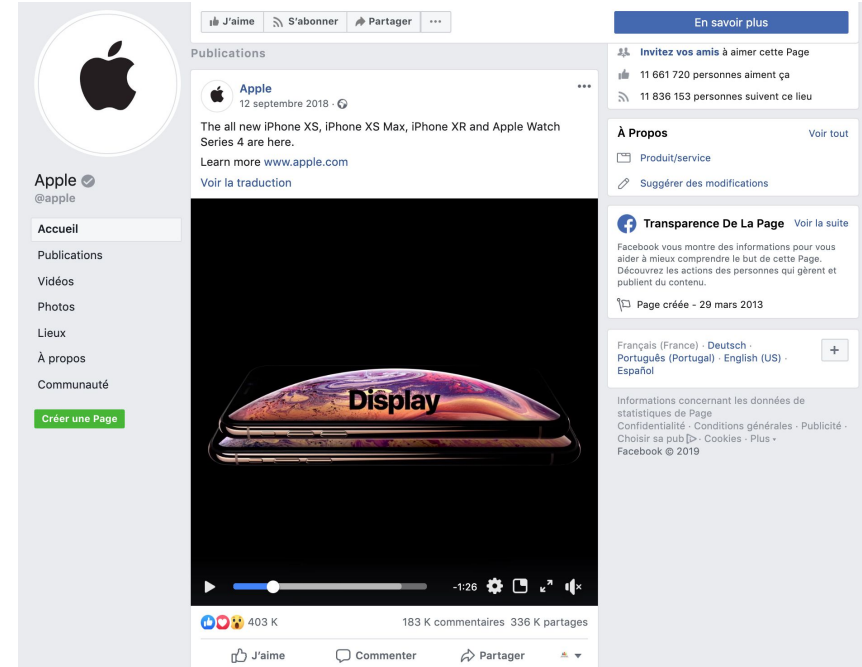
# Bonus Pro Tip: Test for SPAM filters with mail-tester.com



## Tip 6: Check the quality of the following base on social media


$$\text{Engagement Rate (\%)} = \left( \frac{\text{Likes + Comments + Shares}}{\text{Total Followers}} \right) \times 100$$

$$\text{Engagement rate} = (922.000 / 11.661.720) \times 100 = 7,90\%$$



# Tip 7:

## Check the website's performance




Re-Test

Compare

Page Settings

Monitor


Set Up Alerts





### Latest Performance Report for:

<https://www.wort.lu/fr>

Report generated: Wed, Jun 19, 2019 7:44 AM -0700

Test Server Region:  London, UK




Using:  Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Additional tips:  Use a CDN

#### Performance Scores

PageSpeed Score	YSlow Score
<b>D (62%)</b> ▾	<b>F (47%)</b> ▾

#### Page Details

Fully Loaded Time	Total Page Size	Requests
2.8s 	2.47MB 	74 

PageSpeed Insights

ANALYSER

MOBILE

ORDINATEUR


82

<https://www.wort.lu/fr>

0-49

50-89

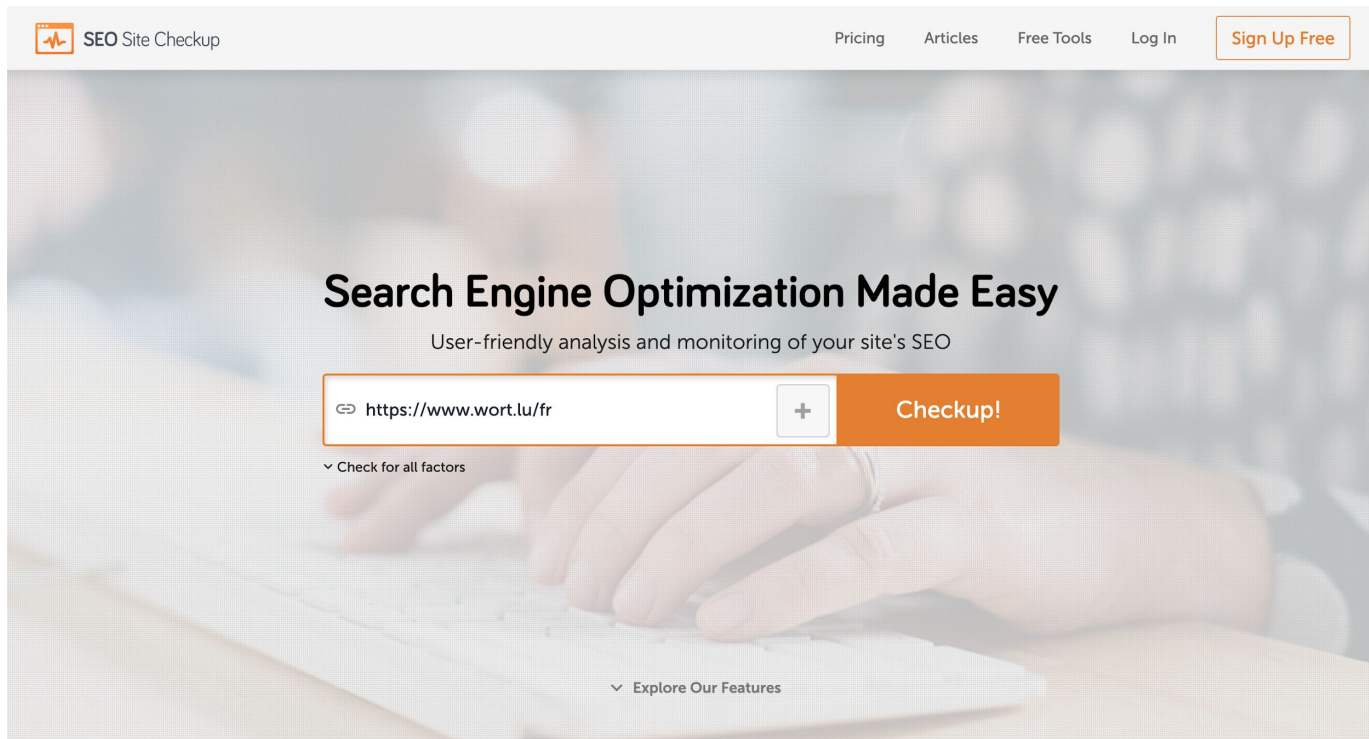
90-100



**Données de champ** — Le rapport d'expérience utilisateur Chrome [ne contient pas assez de données réelles sur la vitesse](#) pour cette page.

☐ [Afficher le résumé de l'origine](#)

## Tip 8: SEO Site Checkup



# Tip 8: SEO Site Checkup

## SEO Site Checkup score:

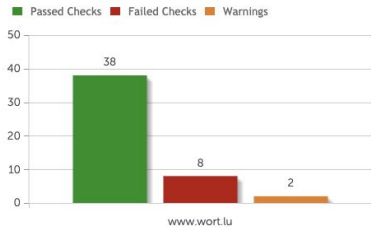
<https://www.wort.lu/fr>



[↗ Improve Your Score](#)

Email

PDF



Ad closed by Google

[Stop seeing this ad](#)

[Why this ad?](#) ⓘ

[Remove Ads](#)

## Go beyond APM

The all-in-one software intelligence platform. Dynatrace

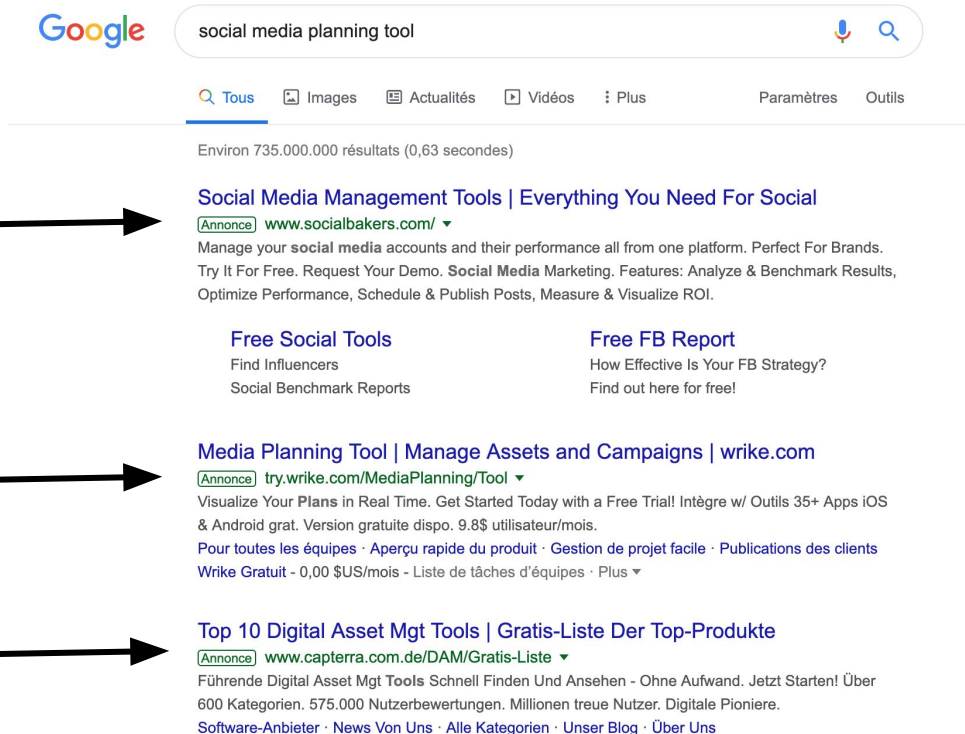
[SIGN UP](#)

### COMMON SEO ISSUES

Meta Title Test		The meta title of your page has a length of 16 characters. Most search engines will truncate meta titles to 70 characters. → Luxemburger Wort
Meta Description Test		The meta description of your page has a length of 38 characters. Most search engines will truncate meta descriptions to 160 characters.

## Tip 9: Check if the competition do Search Ads

Type in keywords  
related to the  
company and see  
the results



Google social media planning tool

Tous Images Actualités Vidéos Plus Paramètres Outils

Environ 735.000.000 résultats (0,63 secondes)

**Social Media Management Tools | Everything You Need For Social**  
Annonce [www.socialbakers.com/](https://www.socialbakers.com/) ▼  
Manage your social media accounts and their performance all from one platform. Perfect For Brands. Try It For Free. Request Your Demo. **Social Media** Marketing. Features: Analyze & Benchmark Results, Optimize Performance, Schedule & Publish Posts, Measure & Visualize ROI.

**Free Social Tools**  
Find Influencers  
Social Benchmark Reports

**Free FB Report**  
How Effective Is Your FB Strategy?  
Find out here for free!

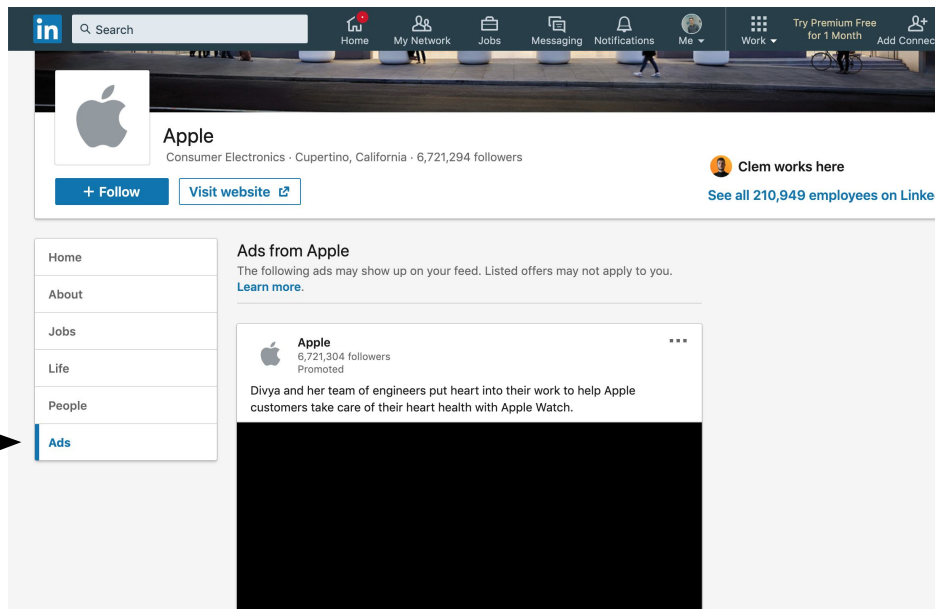
**Media Planning Tool | Manage Assets and Campaigns | wrike.com**  
Annonce [try.wrike.com/MediaPlanning/Tool](https://try.wrike.com/MediaPlanning/Tool) ▼  
Visualize Your Plans in Real Time. Get Started Today with a Free Trial! Intègre w/ Outils 35+ Apps iOS & Android grat. Version gratuite dispo. 9.8\$ utilisateur/mois.  
[Pour toutes les équipes](#) · [Aperçu rapide du produit](#) · [Gestion de projet facile](#) · [Publications des clients](#)  
[Wrike Gratuit](#) - 0,00 \$US/mois - [Liste de tâches d'équipes](#) · Plus ▼

**Top 10 Digital Asset Mgt Tools | Gratis-Liste Der Top-Produkte**  
Annonce [www.capterra.com/de/DAM/Gratis-Liste](https://www.capterra.com/de/DAM/Gratis-Liste) ▼  
Führende Digital Asset Mgt Tools Schnell Finden Und Ansehen - Ohne Aufwand. Jetzt Starten! Über 600 Kategorien. 575.000 Nutzerbewertungen. Millionen treue Nutzer. Digitale Pioniere.  
[Software-Anbieter](#) · [News Von Uns](#) · [Alle Kategorien](#) · [Unser Blog](#) · [Über Uns](#)

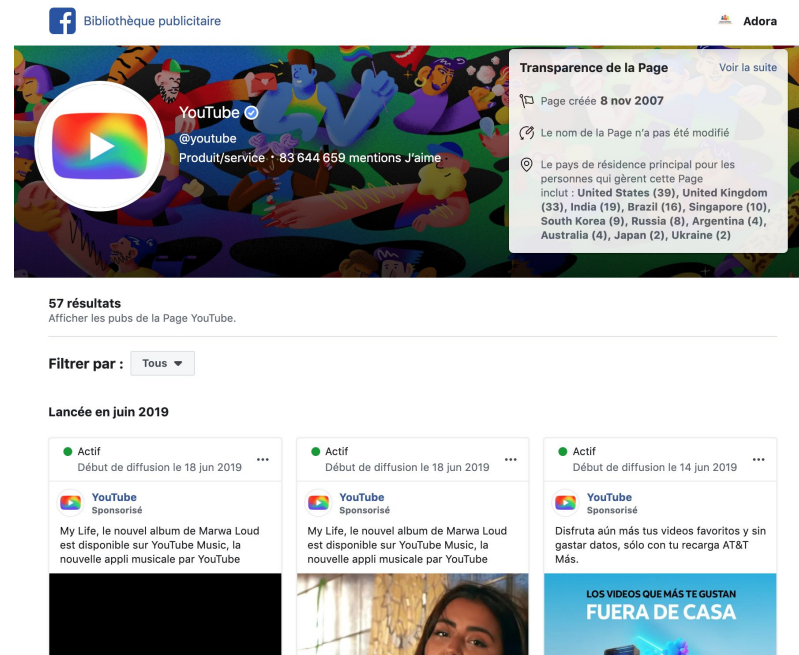


# Tip 10:

## Are they running Ads on social media platforms?



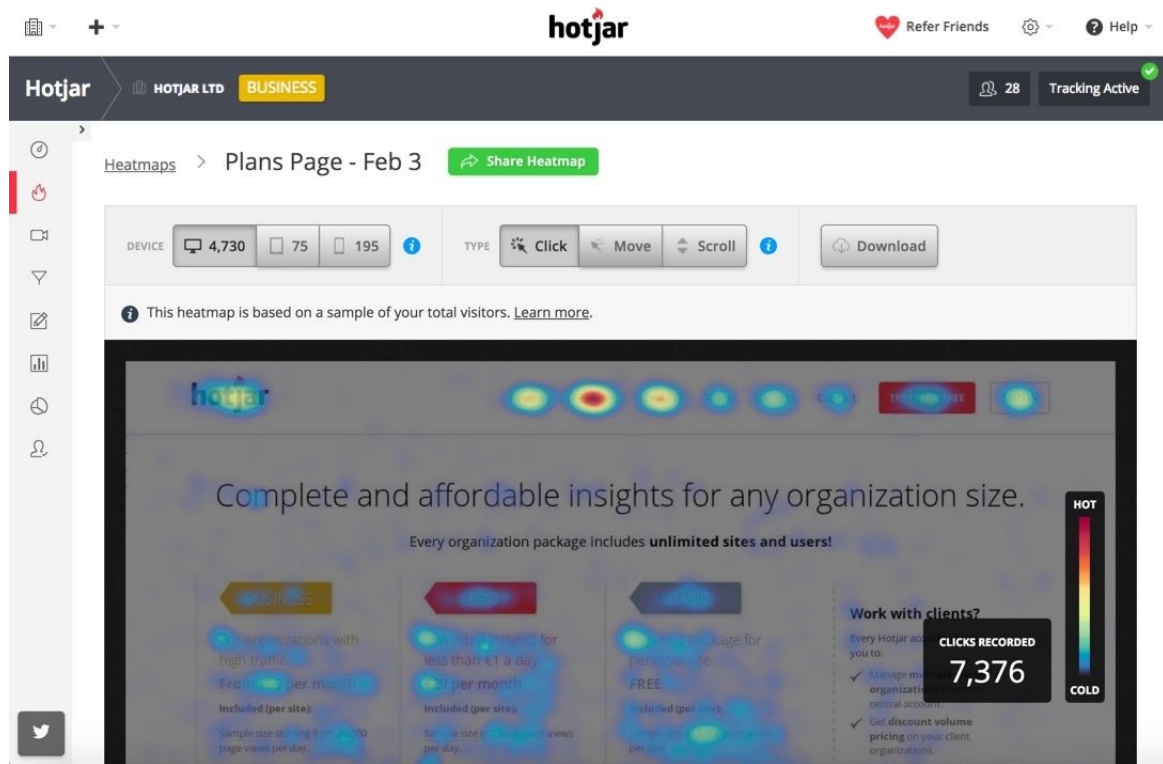
The screenshot shows the Apple LinkedIn profile. The left sidebar has tabs for Home, About, Jobs, Life, People, and Ads. The 'Ads' tab is selected and highlighted with a black arrow. The main content area shows 'Ads from Apple' with a description: 'The following ads may show up on your feed. Listed offers may not apply to you. [Learn more.](#)' Below this, there is an ad for Apple with the text: 'Divya and her team of engineers put heart into their work to help Apple customers take care of their heart health with Apple Watch.'



The screenshot shows the YouTube Facebook page. The 'Transparence de la Page' (Page Transparency) section is open, showing the page was created on 8 Nov 2007 and listing countries where the page is primarily located: United States (39), United Kingdom (33), India (10), Brazil (16), Singapore (10), South Korea (9), Russia (8), Argentina (4), Australia (4), Japan (2), Ukraine (2). Below this, it says '57 résultats' and 'Afficher les pubs de la Page YouTube.' The 'Filter by' dropdown is set to 'Tous'. The 'Launched in June 2019' section shows three sponsored posts from YouTube, each featuring a video thumbnail and the text: 'My Life, le nouvel album de Marwa Loud est disponible sur YouTube Music, la nouvelle appli musicale par YouTube'.



# Bonus Pro Tip: See how people use the site



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***adoraweb***

**Do you have a project?**

We will run a preliminary audit and present you  
the results before you decide to invest.