

## Video 3: The Visual Communication Planner: from purpose to results

*In this third video, I show you the questions on the Visual Communication Planner about how to measure your strategy and define your KPIs. Discover more on <https://visualcommunicationplanner.com>*

Hello and welcome to this third training video about the Visual Communication Planner.

You have already defined the top of your mountain, your goal. You need to know if and how you are reaching your goal, especially in this digital world, you need to define KPIs.

KPI stands for Key Performance Indicator, it is a type of performance measurement used to evaluate the success of a particular activity.

In web marketing, it's very important to distinguish between metrics, KPIs, and goals. For example, acquiring more followers on Instagram is for sure NOT a goal. It could be a KPI if you are an influencer. In reality it is a metric - or a fancy sounding metric, or vanity metric, if you prefer - but it is just a number with no meaning if you do not combine it with two more dimensions.

A KPI should always be determined by: a metric, a source channel, and a time span.

So, if your goal is, for example, obtaining Requests For Proposal, a KPI to measure it could be: the number of filled forms on your website, from a specific activity, in a time span of, let's say, 90 days.

That could be a great KPI for a B2B company a business that sells to other businesses.

The Visual Communication Planner gives you a journey for your marketing strategy, as well as questions to be answered to complete it.

Here are some questions to help you determine your KPIs:

- What are the business metrics aligned to the goal? (sales, contracts, appointments, etc)
- What are the channel metrics to consider?
- How will you measure these metrics?
- How often should you analyze the traffic?
- What tools do you use to analyze the results?
- What can you do if the goals are not met?
- What should you do if the goals are met?

You can find all these questions on the official website as well.

Let's start setting an example for the whole strategy. For B2B companies it is easy:

1. Goal: RFP (request for proposal) from manufacturing companies in Germany
2. KPI: the number of requests through the website, from all Internet sources, in 90 days

Here is a consumer-focused example:

1. Goal: downloads of my app from the app store.
2. KPIs: the number of downloads of my app, from all internet sources, in the past 30 days.

You can also add a second KPI: the number of visits to my app store listing, from all Internet sources, in the past 30 days.

Now that you have set your goal and your KPI you are ready for the next step of the plan: channels and activities!

And remember the old saying: "What gets measured gets done!"

See you in the next video, happy climbing!