



Market Smart 360

Using Your Own Marketing Score to Measure Your Impact in Social Media



A Market Smart 360 Whitepaper

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Social Media and the Need for a Yardstick

“You know your credit score, why shouldn’t you know your marketing score?”

-Andy Pitts-Genus, Small Business Owner & Market Smart 360 Customer

Social media is revolutionary—revolutionary in the true sense of the word. From how people communicate, to how businesses engage with customers, social media is a revolution in motion, still expanding, and changing the entire realm of communications.

Business is certainly aware of the revolution, and has already begun investing in the basic elements such as Facebook pages, Twitter accounts, mobile apps, and other tools of this new realm. Corresponding to all of this, the world of business is also exploring the efficiency of investing advertising dollars in social media.

The Challenge

So far one huge element has been missing: Yardsticks.

Social media is so vast, and so diffuse, that it is exceedingly difficult for an organization to measure the results of their efforts. The basic question comes down to: How are we doing? Businesses need to know basics such as:

- If you invest in website mobilization, what impact does it have?
- If you launch a new ad campaign, does it move the dial?
- When you update your landing page, is it making a difference?
- What’s the impact of your SEO efforts?
- What are people saying about your products and service?
- What’s your reputation across the social media?
- How does your social media reputation compare to competitors?

Until now the answer has basically been: Don’t know. I need a yardstick, a gauge, something that can show me where I was before and whether my efforts are making a difference.

Measuring your impact in Social Media has never been easier. View your current score here ([free](#)).



Figure 1. The Market Smart 360 Dashboard shows your current Marketing Score, along with its changes over time, and how you compare with others. Note in this case, the Marketing Score is up 9 points from the day before.

The Solution

Market Smart 360 has created a powerful yardstick: The Marketing Score.

The Marketing Score is generated by our algorithmic engine that measures a company's own social media position, while also allowing them to compare themselves with the marketing impact of competitors. Market Smart 360 also provides a Dashboard and Tracking Console from which users can consolidate a large array of their marketing efforts.

Generating Your Marketing Score

The great news is that Market Smart 360 provides everyone with their own Marketing Score—for free. While we expect most businesses will see the value in our additional services that can be activated, the Market Smart [360 score and dashboard are free](#). The Market Smart 360 Platform has many business tools that users are taking advantage of to help them grow—some available for less than \$15 per month. The great advantage of the Market Smart 360 Dashboard is the more products and services you add, the more relevant the score becomes because all data collected runs through the patent pending scoring engine and displayed directly on your own free dashboard. This enables you to know exactly how your initiatives are performing as they all contribute to your overall Marketing Score.

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The Marketing Score: Simple to Use

The Marketing Score is generated with our proprietary analytics engine that uses a custom algorithm to scour the web for relevant data and weight its meaning. Users enter their business name (or personal name, for individual tracking), address and phone number. For more precise results, enter social media information as well, such as Facebook, Twitter, and Google Analytics accounts. Our analytics engine also searches out reviews, to see how your products and services are viewed by others.

Once your initial Marketing Score is generated, you can use this as a baseline number against which you can continuously measure as you adjust ad buys, mobilize your website, launch a mobile app, tweak a home page, start an e-mail campaign, or make any other changes to your marketing efforts. Step by step you can see whether your Marketing Score is going up, down, or remaining the same.

As shown in Figure 1, your Marketing Score, displayed on the Market Smart 360 Dashboard, graphs the score's movement across 1-day, 7-day, and 30-day periods.

The Marketing Score: Filling a Huge Need

The need for something like our Marketing Score can be traced back to before the Civil War when the legendary American retailer John Wanamaker opened his first store and went on to build a retailing empire that at his death in 1922 was valued at \$100 million—or about \$1.5 billion in today's dollars. (His son went on to, among other things, create the Professional Golf Association, and fund an annual competition that today is known as the PGA Championship—complete with the Wanamaker Trophy.



Figure 2. Your Marketing Score is displayed on the Market Smart 360 Dashboard, along with a wealth of other data.



“Half the money I spend on advertising is wasted; the trouble is I don't know which half.” That famous quote from Wanamaker still rings true today. The Marketing Score was created to help organizations better determine—from the Wanamaker perspective—which half of the money they spend on advertising is wasted, and which half is working. In more contemporary terms: Organizations can use their Marketing Score to determine exact ROI from a specific campaign, down to the particular form of media within that campaign.

From a competitive analytics standpoint, you can use the Market Smart 360 Dashboard to compare your Marketing Score against competitors and national averages.

You can use your Marketing Score, and the Market Smart 360 Platform to enhance marketing efforts in a number of ways, including:

- **Evaluate.** All your marketing efforts with current and potential customers are measured, analyzed and stored all together in our dashboard helping you see how your business stacks up against the competition.
- **Monitor.** Monitor all your products in one quick glance. With our easy to navigate dashboard, you are able to identify and respond to any changes as a result of your marketing efforts.
- **Improve.** Our dashboard offers recommendations and a variety of products that can be used to improve your marketing efforts. Our tools help you increase your online presence and aid you in generating quality leads.

Analytics without Hiring Your Own Analysts

The kind of analytics generated for free by the Marketing Score and the [Market Smart 360 Platform](#) are currently the kind of data that can only be generated by hiring a roomful of analysts and giving them massive big data resources. We created Market Smart 360 to level the playing field, and to bring this essential information to organizations large or small—for free, or for the cost of a few coffees per month for our premium services.

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Taking a Closer Look at Our Suite of Services

Market Smart 360 offers a suite of premium services to help organizations precisely gauge and manage a spectrum of marketing activities. The complete suite of services—all accessed from the Market Smart 360 Platform—includes:

Marketing Score

This is your powerful yardstick that enables an organization to see exactly how they are measuring up across the spectrum of social media.

Dashboard

The Market Smart 360 Dashboard provides a crisp clean view into marketing essentials, such as: How many visitors have been to my site in the past 30 days? What are my overall review ratings? What's my web traffic rank? With

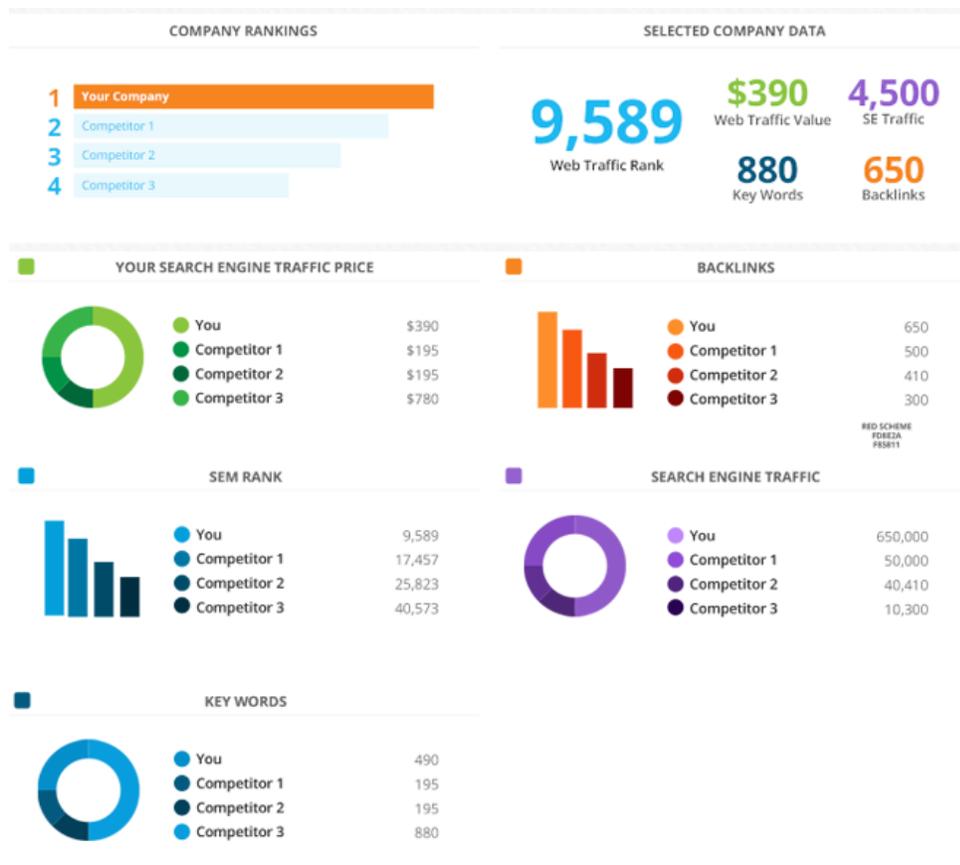


Figure 4. The Competitive Insights feature provides a wealth of information, including the ability to check your performance against whichever competitors you choose.

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the Market Smart 360 Dashboard, you get the answers to all of these questions and more.

Competitive Insights

Competitive Insights, as shown in Figure 4, allows you to choose whatever competitors you want to compare your business efforts against. You can see at a glance how you stack up against key benchmarks such as search engine traffic pricing, (SEM) rank, key word searches, backlinks, and search engine traffic. As with the Marketing Score, you can use this information to gauge the impact of your marketing efforts.



Figure 5. The Market Smart 360 Platform allows you to choose which review sites are most relevant to your business, and track all of them, and respond as needed, from one central location.

Review Tracking

The Review Tracking feature of the Market Smart 360 Platform brings enormous efficiency to the challenging task of tracking what's being said about your business across the spectrum of social media review sites. Review Tracking lets you choose which review sites are most relevant to your business, and then track whenever your company is mentioned on any of them. This is massively easier than visiting each site one by one. Review tracking helps you stay in touch with the pulse of the market, as well as provide early intervention for poor reviews to make amends to safeguard your reputation. Social media has made customer reviews powerful forces. Review

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Tracking is especially important as 84% of customers say online review sites like Google +, Yelp and Foursquare influence whether or not they make a purchase.

Email Marketing

The Market Smart 360 Email Marketing system is a tightly integrated suite of solutions including web forms and landing pages, design and delivery systems, and a powerful tracking console that enables you to utilize all your media and constantly build and refresh your email lists. You can also use the system to export leads from the platform into your own CRM database and



Figure 6. The Market Smart 360 Local Listings make it easy to ensure your organization’s information is current and correctly placed across the directory ecosystem.

follow the entire sales process from start to finish. The Market Smart 360 Platform is a one-of-a-kind full circle marketing system that helps you with your campaign at each point of contact with your leads.

Local Listings

The mobile everywhere world we live in makes it more important than ever to have your business findable throughout the listings ecosystem. The Market Smart 360 Local Listings feature gives you the ability to automatically distribute current and correct listing information—including logos, images, and marketing text to more than 50 directories, including Google, Yahoo,

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Bing, Yelp, Facebook, Twitter, Foursquare, Yellow pages, and 411 directories. Just enter your current information, and our system does the rest, keeping you posted upon directory entry completions. Our Listing Audit Report helps you ensure your data is out there, ready for search discovery.

Tracking Console

The Tracking Console, integrated within the Market Smart 360 Platform, is designed to make any marketer an expert in optimizing every advertising dollar. Save time and money on all your advertising by easily monitoring data to confirm what advertising is working and what is not measuring up. Our Tracking Console works seamlessly with Google Analytics to pull top level information into our patent-pending console. You can use the Tracking Console to view site visitors, page views, bounce rate, average time on page, clicks and more from your entire media enterprise. This helps you see which media, both traditional and online, affects your site traffic.

The Tracking Console tracks all media types—including newspaper, radio, email, Facebook, PPC, and more. With today’s growing list of advertising outlets, your business needs to know what reaches your target audience best.

Features

-  A/B Testing
-  Robust Analytics
-  No programming needed
-  Cost effective
-  Integrates within the Market Smart 360 Platform
-  Easily use landing pages for ALL advertising



Figure 7. The Landing Page Editor makes it easy to create and test new landing pages.

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The Tracking Console makes it simple, by bringing it all together into one place. This helps you see which campaigns are bringing in leads, and which ones are missing the mark, so you can quickly optimize your ROI.

Landing Page Editor

The Market Smart 360 Landing Page Editor helps you increase conversions with an easy to use yet highly powerful tool that lets you create new—or modify existing—landing pages, and then conduct A/B testing to precisely measure the impact. This is important because A/B testing can double the effectiveness of lead conversion. The drag and drop, point and click simplicity of the editor means you can try out new designs within seconds, without knowing about programming. Our seamless integration with robust analytics engines provides valuable feedback for your tests.

Call Tracking

Our advanced call tracking system displays the caller's name, address, phone number, as well as the call time and length. Additionally, every phone call is recorded so you can listen in on the conversations for training purposes and sales records. This helps to make sure your team is communicating effectively with each and every customer to ensure the best experience.

Website Mobilization

Smartphones and other mobile devices have become such an integral part of our lives that organizations need to create mobile-friendly versions of their

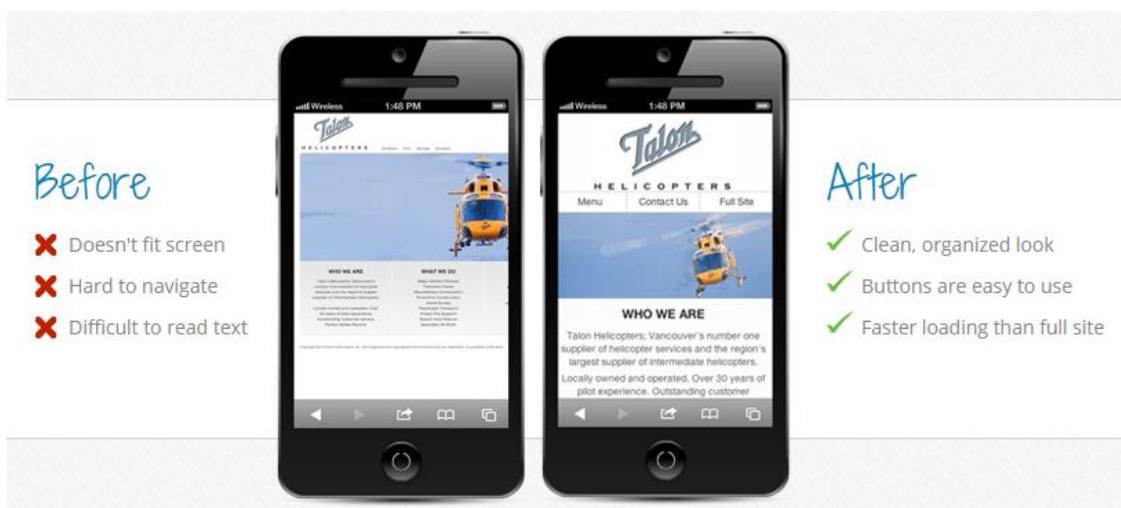


Figure 8. Mobilized websites provide help boost user engagement.

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websites. The Market Smart 360 Platform makes website mobilization simple—so simple that sites can be converted for mobile within minutes. As shown in Figure 8, mobilization provides a much more effective and user friendly environment for mobile users.

A mobile-friendly website benefits your business, producing an average 75% higher rate of engagement (including page views and revenue) than non-mobilized sites.

About Market Smart 360

Market Smart 360, creators of the Marketing Score, provides a powerful analytics engine that helps organizations quantify and track their impact across the spectrum of social, digital and traditional media. The analytics engine powering the Marketing Score is a tightly integrated element of the Market Smart 360 Platform which provides a suite of services enabling organizations to manage and track an array of marketing activities. The result is businesses can take the guess work out of decision making and make smart informed business decisions.

Testimonials

*“You **know your credit score, so why shouldn't you know your marketing score**?!? My marketing score was 343 when I signed up with Market Smart 360, but now that I've been using the free dashboard and marketing tools, my score is up to 517, and is increasing! Thank you Market Smart 360 for the free dashboard, tools, and analytics to help market and advertise my business!!”*

Andy Pitts-Genus

*“**Great people, Great company!** Highly recommend Market Smart 360 for any small business owner, especially those that have to use their marketing funds wisely. My Athletic Shoe Shop, The Athlete's Foot in Billings, MT, has had nothing but stellar results from the Market Smart 360 product. I'm the type of small business person that never endorses another product / company unless it is a product / company that I use and is far superior to all other products / companies in their market. We have had such awesome results that*

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*any business **owner that wants an unbiased opinion may contact me (Jay) at my shop, The Athlete's Foot - Billings, MT (406) 655-3668. Thank you Market Smart 360, our score has gone from the mid 300's to high 500's and still getting better!!***

Jay Johansen

“We couldn't be happier with the service that Market Smart 360 and Yvonne Fagnano provide. Our company frequently needs to turn around advertising campaigns very quickly and Adtrak360 is always extremely responsive and helpful in creating and sending a wide array of email blasts throughout the year, often with very little notice. Email marketing continues to be one of our most successful forms of advertising and Adtrak360's comprehensive reporting system helps us to easily monitor individual campaign results.”

Meghan O'Hare
Web Marketing Manager
Coach USA/megabus.com

“5-stars. MarketSmart360 has both a professional staff and excellent products. I would highly recommend their products and services to anyone looking for an edge in the online world we live in.”

Adam Ryan

“What better way to keep track of your advertising dollars.”

Troy Diltz

“We use the **review tracking** and **local listings** products to help manage our business profile on all of the different search and mobile directories.”

Tony Morgan
KrystalKlean.com

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