



The 3 Ps of Tracking Your Digital Ecosystem

A huge part of measuring your brand's digital marketing success is understanding your customers' online behavior!

These days the average customer experience takes them far beyond your company website. Let's call this the digital ecosystem. This ecosystem is so vast that in order to develop a measurement framework for your entire digital ecosystem, we suggest that you first establish your 3 Ps.

1 PROPERTIES:

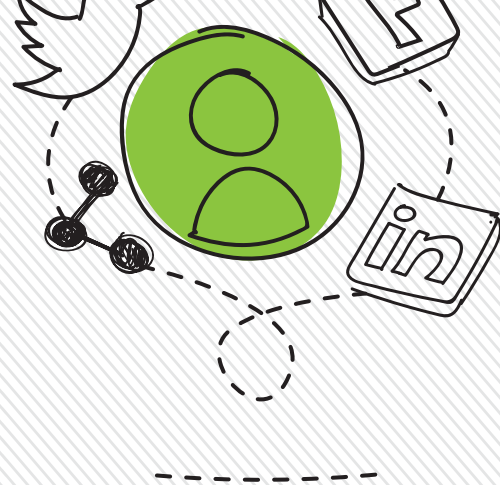
Properties controlled by you:

Your website



Properties partially controlled by you:

Your social media profiles



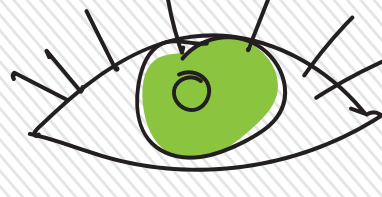
Properties controlled by others:

Consumer review sites

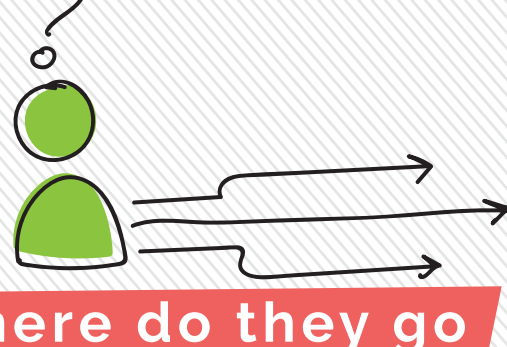


2 PATH:

The role that the properties play in the path leading to customer conversion.

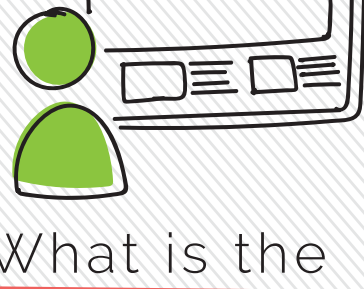


What properties do you **expect customers to see first?**



Where do they go

once they make the decision to buy?



What is the **customers' online experience**

with your brand after they make the choice to buy?

3 PURPOSE:

Identify the purpose of the properties for your customers as well as the metrics that indicate success.

Example 1:



Purpose

To convert visitors into customers

What to Measure

Leads and sales

Example 2:



Purpose

To endorse (or deter) other consumers

What to Measure

Ratio of positive to negative reviews

ABOUT WSI

WSI is the world leader in digital marketing and we're equipped to implement a full suite of Internet solutions. But, of course, we'll work with you to determine which tactics are best-suited to accomplish your business goals. For more information on the WSI team, check out www.wsiworld.com.

