

SMALL  
BUSINESS  
**ANALYTICS**



# OUR AGENDA

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WHAT IS ANALYTICS

EXAMPLES

STRATEGY

SPECIFIC METHODS

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*What is Analytics?*



# ANALYTICS

Per Wikipedia, analytics are the discovery, interpretation and communications of meaningful patterns in data and the process of applying those patterns towards effective decision making



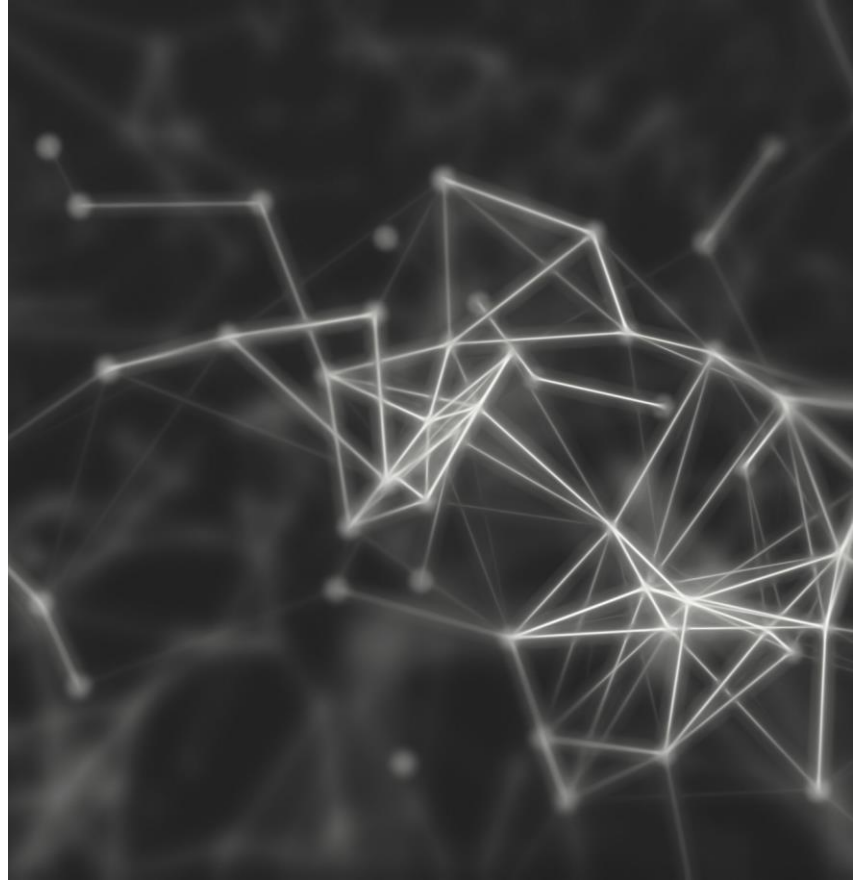
# ANALYTICS



Record data

- Marketing
- Leads
- Sales
- Operations

Look for relationships



# ANALYTICS

Create reports

- Spreadsheets
- Databases
- Dashboards

Make decisions







# *Analytics Examples*





# ANALYTICS **EXAMPLES**

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## Marketing

- Website
- Paid Advertising
- Business Listings
- Review websites

## Leads

- Website forms
  - Phone calls
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# ANALYTICS **EXAMPLES**

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## Sales

- Sales process
- Products or services
- Appointments

## Operations

- Fulfillment
  - Inventory
  - Customer service
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# *Analytics Strategy*



# ANALYTICS STRATEGY

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Identify questions you want answered

Identify processes to record data from

Finding ways to record data

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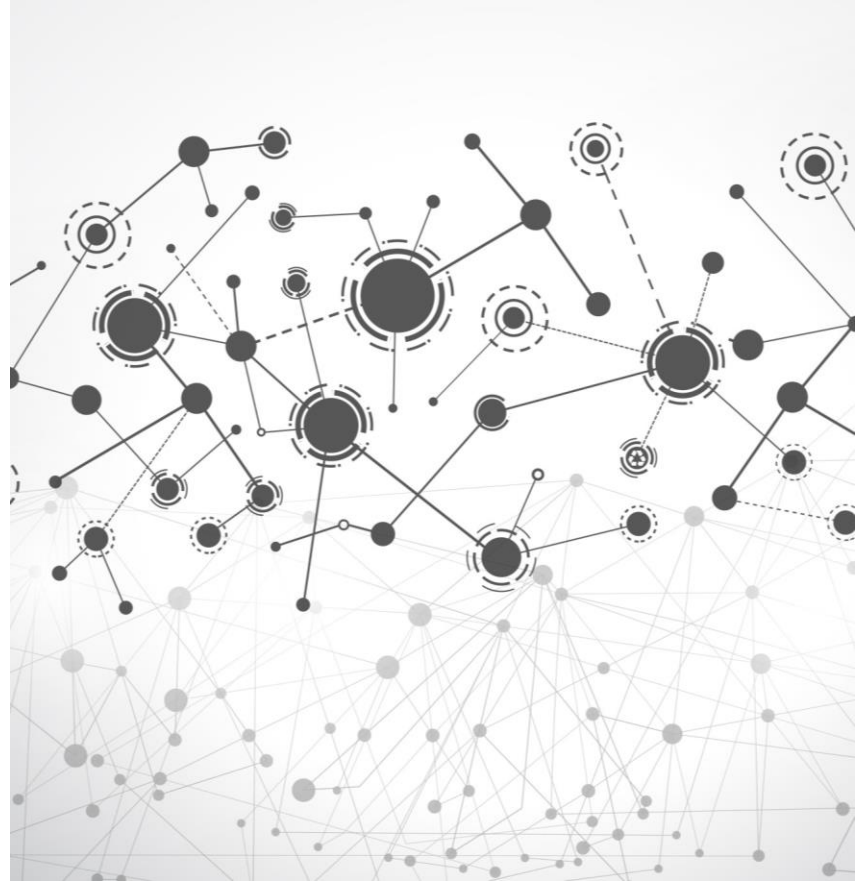


# ANALYTICS **STRATEGY**



Developing systems to show  
relationships of data

Create reports of data







# *Specific Methods*



# GOOGLE ANALYTICS

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Get to know  
your  
customers.

Get a deeper understanding of your customers. Google Analytics gives you the free tools you need to analyze data for your business in one place.

[Sign Up for Free](#)



- Create account
  - Add code to website
  - Create goals
  - Review data
  - Create dashboards
-

# GOOGLE ADS **CONVERSION TRACKING**

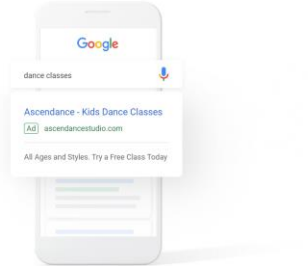
Google Ads Overview How it works Cost FAQ Advanced campaigns Contact [1-844-245-2553](tel:1-844-245-2553) [Sign in](#)

## Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

[Start now](#)

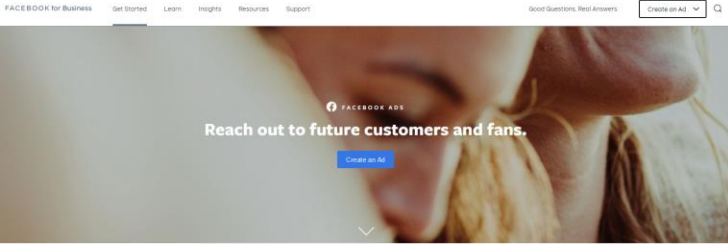
Call to get set up by a Google Ads specialist  
[1-844-245-2553](tel:1-844-245-2553)  
\*Non-FX, Nov-2017



- Create conversion
- Add code to website
  - Thank You page
- Integrate with Google Analytics account

# FACEBOOK PIXEL

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We offer advertising solutions for every level of expertise.

You don't have to be an expert to start advertising on Facebook. Create and run campaigns using simple self-serve tools, and track their performance with easy-to-read reports. More than two billion people use Facebook every month—so no matter what kind of audience you want to reach, you'll find them here.

- Create Facebook Business Manager account
  - Create Ad account
  - Create pixel
  - Add code to website
  - Create custom events
-



# *Conclusions*





## BENEFITS of **ANALYTICS**

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- 1** Record all data
  - 2** Create reports
  - 3** Create relationships
  - 4** Make decisions
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