

Set the right goals for digital marketing using the 5Ss

Source: <https://www.smartinsights.com/goal-setting-evaluation/goals-kpis/goals-for-your-digital-marketing/>

Do your set of goals for online marketing cover all the bases? A good set of digital marketing goals covers a range of different measures to help set, review and control performance across all digital marketing activities.

The **5Ss of digital marketing** is a good, simple starting point to help check you're covering the whole of digital marketing, not just sales!

1. Sell - Grow sales

Start with your most important transactions that lead to revenue and profit! That's sales, or if you don't sell online, the leads that your online marketing will deliver which will convert through to sales or donations if you're a not-for-profit.

Notice how ASOS aim to increase sales through boosting trust in the online purchase process and offering free delivery.

The screenshot shows the ASOS website checkout page. At the top, there's a navigation bar with 'ASOS' logo, 'WOMEN', 'MEN', and a search bar. Below that, there's a 'New in' section with categories like Clothing, Shoes, Accessories, Activewear, Face + Body, Gifts, Brands, and 'Outlet' (highlighted in red). A yellow banner offers 'STUDENTS GET 20% OFF Limited time only'. A dark grey banner advertises 'FREE DELIVERY & RETURNS* More info here'. The main content area is split into two columns. The left column is titled 'MY BAG' and shows two items: 'ASOS HATTY Barely There Heeled Sandals' for £25.00 and 'ASOS EDITION All Over Lace Embellished Midi Dress' for £160.00. The right column is titled 'TOTAL' and shows a 'Sub-total' of £185.00 and 'Delivery' of 'Standard Delivery (Free)'. A green 'CHECKOUT' button is prominent. Below the checkout button, it says 'WE ACCEPT:' followed by logos for Visa, Mastercard, American Express, and others. At the bottom, there are three sections: 'PREMIER DELIVERY UK' (Get next-day delivery for a whole year for only £9.95), 'FREE* STANDARD DELIVERY' (Faster delivery options available to most countries), and 'FREE & EASY RETURNS' (Send it back within 28 days of receiving your order).

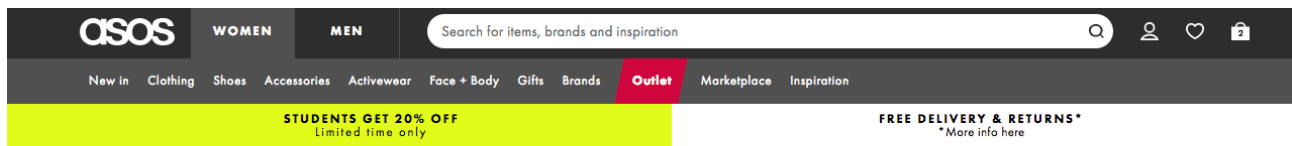
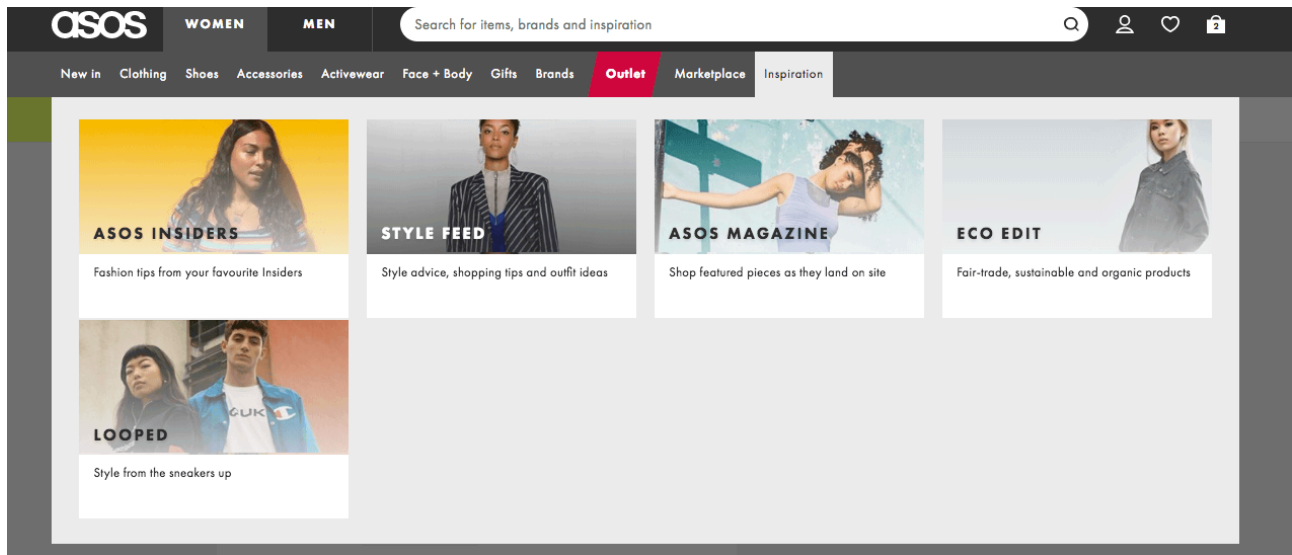
2. Speak - Get closer to customers through dialogue and participation

Digital channels are not only great sales channels, they excel as communications channels to engage your audience through the 6 main digital

marketing tools. We recommend creating detailed conversion or budget models which allow you to set goals by channel for reaching and influencing your audience.

Since digital channels work best when joined with other channels, the goals here should also include online visits prompted by traditional offline media.

Although ASOS.com is a pureplay, it's customer magazine is important in building the brand and influencing sales.



Home > Shop the Magazine > ASOS MAGAZINE Spring Issue featuring Maisie Williams + Cole Sprouse + J Hus + Jorja Smith



ASOS MAGAZINE Spring Issue featuring Maisie Williams + Cole Sprouse + J Hus + Jorja Smith

£1.00 Free Delivery & Returns*

COLOUR: Multi

SIZE: Not Applicable

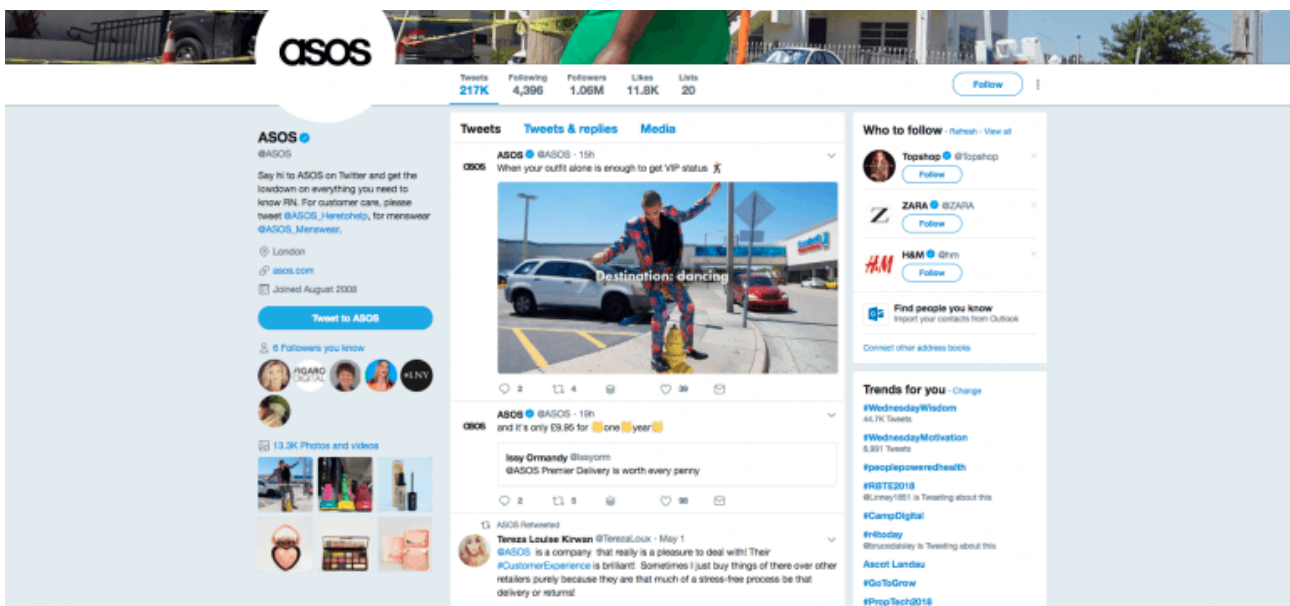


3. Serve - Add value

The company website and social customer service are a natural place for customers to go to get their questions answered or to complain... Paying attention to the quality of service you offer is also key to support your capability to Sell, Speak, Save and Sizzle.

So you need customer satisfaction goals to assess how good you are at customer service and then improve it further.

ASOS have invested in a choice of customer service channels as this example shows.



4. Save - Save costs

Less glamorous than the sizzle of building your brand and social media engagement, but you should show the value you gain through using online cost savings to reduce service costs and save on traditional media like print and post.

This is most relevant for a multichannel retailer or service company who can set goals for number of catalogues downloaded or number of service transactions compared to other channels.

If you're fighting for budget for online channels, the savings you can demonstrate to your finance director or budget holder will improve help your cause.

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discover fashion online

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ENTERING THE GLOBAL ONLINE

Who We Are
Established in June 2000 and admitted to AIM in October 2001, ASOS.com is the UK's largest independent online fashion and beauty retailer and offers over 36,000 branded and own label product lines across womenswear, menswear, footwear, accessories, jewellery and beauty with approximately 1,300 new product lines being introduced each week.
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Share Price
1246.00p
 Change: 12.00p (0.97% ↑)
 Data delayed at least 15 minutes
[view share info...](#)

5. Sizzle - Extending your brand online

Putting the Sizzle into your digital marketing will really help your sales and speak goals, but it's not to easy to set goals for and then to track. So what is the "Sizzle in your Sausage"?

Sizzle is about building your brand online. Think about what makes for a positive online brand experience is for your audience and you.

If the experience you create is effective, the benefits of engaging with your digital presence will be clear; the interactions within the site and with other channels will be smooth and the visitor will want to use your online services again, and tell their friends and colleagues about it.

So key sizzle goals are levels of satisfaction and recommendations or advocacy. ASOS have invested heavily in community platforms and social media to deliver the sizzle!

ASOS

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- About
- Photos
- Events
- Videos
- Posts
- Shop
- Notes
- Community
- Twitter

Like Follow Share ...

Shop Now Send Message

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ASOS
30 April at 17:29 · €

How I read the weather forecast:
Monday 🌧️ Where is my thickest turtleneck?
Tuesday 🧥 Coat... but sunnies
Wednesday 🌧️ Not going to bother straightening my hair
Thursday 🌧️ Really wanna wear my new tea dress..... See more

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9 shares

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Rebecca Stevens Isabel Danielle Rachel Kelly pack ur bikinis for the picnic girls 🍌🍌

Like · Reply · 1d

4 Replies

Stella Pitsillidou looks about right Marta 🍌 1

Like · Reply · 1d

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ASOS
29 April at 16:05 · €

That one person in the group who disappears for 2 hours then turns up on the dancefloor like...

