

# Data-Informed Strategy Toolkit



Prepared for TechForum; from “Managing Disruption in a Volatile Age”

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## TOOLS OF THE TRADE

- Google Analytics & Looker Studio
- Meta Business Suite
- Mailchimp et al
- Social Management System
- AI (or Google Search Summary)
- Industry Analysis (left column + competitor review)

## CREATE A BASELINE

- 90-day sustained dataset w/ very few fluctuations.
- Limited average (such as 9.6–13.2% engagement rate) to weigh future results against.
- 3–4 aligned competitors (preferably focusing on at least one aspect of socials, ads, web, products) and how they currently weigh against your baseline. Always choose competitors at or above your level (ideally above).

## THE CYCLE OF REVIEWING AND ADAPTING

- Social Media:** Every month, pivoting as required.
- Advertising:** Every 2–3 business days. *Don't waste your ad buy on a poorly-performing ad!*
- Website:** Every 6 months, or during campaigns.
- Mailing List:** Every quarter (depending on use)

## DATA POINTS FOR SOCIAL

Followers  
Link Metrics > (All) Metrics  
Engagement Rate  
Unique Accounts + CTR

## DATA POINTS FOR WEB

Views per User  
Bounce Rate  
Avg, Session Duration  
Newsletter Sign-Ups  
Traffic Source

## DATA POINTS FOR EMAIL

Subscribers (incl. Unsubs)  
Open Rate by Group  
Clicks (and which ones)

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