

Key KPI's by Goal



Defining Goals Using the Marketing Funnel

If Your Goal Is:

Measure These KPIs:

Use Influencer Type:

On These Platforms:

Awareness

- ✓ Impressions
- ✓ Reach
- ✓ Likes
- ✓ Comments
- ✓ Shares
- ✓ Views
- ✓ Brand Mentions

Macro Mega

Instagram TikTok Twitter

Consideration

Conversion

- ✓ Link Clicks
- ✓ Site Traffic
- ✓ Saves
- ✓ Shares
- ✓ Followers

Nano Micro

IG Stories Facebook YouTube

Loyalty

Advocacy

- ✓ Followers
- ✓ Impressions
- ✓ Saves

Macro Mega

Promo codes/links shared across all platforms

Instagram TikTok Twitter

IG Stories Facebook YouTube