



TRANSFORMING 'I THINK' TO 'I KNOW'



Set your KPIs in 5  
easy steps: free  
template.



# About this template.

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To help you organise your digital plan we've created a template that you can fill out in 5 easy steps.

In the next slides we'll explain how to use the template – you can download and fill it in as you go.

Then you can get back to focusing on the creative side of planning.

Enjoy!

# Why you need to set your KPIs.

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Having all your KPIs in one place helps you to be more organised and efficient in your digital planning.

You can measure and report on your success when you track everything you do back to your key objectives.

## STEP 1

# Define your key purpose.

What are the 2-3 major goals your organisation is working towards?

Place these at the top of your plan, in clear view at all times.

## STEP 2

Plot your digital objectives.

Refer to your digital plan if you need to.

Add your primary and secondary objectives to the table.

## STEP 3

Add your actionable goals.

How will you reach your objectives, what **actionable** goals will help you?

Can you include any anecdotal metrics?

## STEP 4

### Determine your metrics.

What metrics are you going to measure – number of views? number of clicks?

Making sure it's a number or percentage rate, add them to the table.

## STEP 5

### Set your targets.

Use your previous data as a guide for setting benchmarks.

Be realistic about what you can deliver.



# Digital Key Performance Indicators Plan



[Enter name of your organisation]

Overarching organisation goals:

- 1.
- 2.
- 3.

Digital strategy objective	Secondary objectives	Audience	Actionable goals	Anecdotal metrics	Digital metrics	Target
Set S.M.A.R.T objectives: Specific, Measurable, Actionable, Relevant, Time-related.		Who is your primary audience?	What are your actionable goals to help you achieve this objective? e.g. increase/decrease, improve etc.	Are there are any anecdotal feedback mechanisms that you can use to measure your success? e.g. verbal feedback	e.g. #searches, #page views, #print page	Based on previous data.
1. Increase number or online sales of product X		Jane Doe (persona)	1. Improve conversion rate of product X online sales by 5% (from product page visit to sale)		Conversion rate.	25% conversion rate.

# Like to know more?

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## Download

[Guide to KPI Development](#)



## Read

[Set your digital KPIs in 5 steps with this free template \(and find your zen\).](#)

[KPIs made simple.](#)

# Questions?



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