

## Intro & Background

**Neural Edge is a data-driven SEO & PPC agency powered by AI. For the last four years, we've been helping businesses utilise their data more effectively to drive better results and higher ROI from digital campaigns.**

We started our agency in a time of heightened awareness around data and AI, however, although many businesses knew about the principles of data-driven decision-making, many didn't know how to implement a data-driven culture or integrate AI tools into their workflow.

While it's impressive to note that businesses who use data-driven strategies drive five to eight times as much ROI as businesses who don't, unless you have the skills and resources to implement this, it will always remain a statistic and not a reality.

Add to this the increased adoption of smartphones, social media and high-speed internet and digital marketing has become more fragmented than ever with multiple channels and methods of delivering marketing messages.

**We believe adopting a data-driven culture and methodology unites marketing strategies and campaigns and gives a holistic view of what's really happening in the market and your business so you can build a marketing plan for success.**

<https://neuraledge.digital/>

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**This handout is broken down into three areas comprising of**

1. Key Metrics To Be Tracking
2. Utilising Data & AI In Marketing Strategies & Campaigns
3. Best Practices for Data-Led Marketing

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## Key Metrics To Be Tracking

When our team is creating a digital strategy for an eCommerce business, we begin by breaking down metrics into three distinct stages: ToF, MoF, and BoF.

Each stage represents a critical juncture in the customer's journey, and understanding the metrics at each stage is essential for crafting a well-informed and effective strategy.

### Top of Funnel (ToF)

At the Top of Funnel or ToF, we're focused on casting a wide net to attract potential customers to your eCommerce website. This stage is all about building awareness and introducing your brand to a broader audience. The key metrics we track here include:

1. **Impressions** - This metric indicates the reach of your marketing efforts.
2. **Click-Through Rate (CTR)** - The percentage of users who click on your ads or content after seeing them. A high CTR suggests that your messaging is compelling.
3. **Website Traffic** - Helps gauge the overall visibility of your brand.
4. **Social Media Engagement** - Indicates how well you resonate with your audience.

### Middle of Funnel (MoF)

As we move down the funnel to the Middle of Funnel or MoF, our focus shifts to engaging and nurturing the leads generated at the ToF stage. Metrics at this stage provide insights into audience engagement and interest. Key metrics include:

1. **Bounce Rate** - A lower bounce rate indicates visitors find your content engaging.
2. **Time Spent on Site** - Longer times suggest that your content is holding their interest. However, it could mean people are lost and don't know what to do next.
3. **Conversion Rate** - A rising conversion rate indicates that your website is effectively guiding visitors toward a desired goal.
4. **Email Open and Click-Through Rates** - Higher open rates = higher engagement.

### Bottom of Funnel (BoF)

BoF focuses on conversions and sales. This is where the magic happens, as leads transform into loyal customers. Key metrics at this stage include:

1. **Conversion Rate** - This metric remains vital and is now centred on actual sales.
2. **Average Order Value (AOV)** - Increasing AOV can significantly boost revenue.
3. **Customer Lifetime Value (CLV)** - Total value a customer brings to your business over their entire relationship with your brand. Essential for long-term profitability.
4. **Cart Abandonment Rate** - The percentage of users who add items to their cart but don't complete the purchase. Reducing this rate is crucial for increasing sales.

By breaking down these metrics into ToF, MoF, and BoF stages, we gain a holistic view of the customer journey. Once you have a view of what's happening, it's much easier to take pinpointed action at the right funnel stage.

## Utilising Data & AI In Marketing Strategies & Campaigns

The following points cover how data can be used to inform each part of the marketing strategy creation process, as well as some useful AI tools you can use at each stage.

### Analysis Of Your Own Data

- Tools like [ahrefs](#) allow you to view and analyse data like the keywords you rank for - similarly, GA4 will tell you how many people are coming to your site and from where - this can be used to inform which pages to create more of and which need improving as well as which channels to put more budget and resources into
- Looking internally, tools like [Peak AI](#) will help you to define customer segments and answer questions like which segments are most profitable which have the highest LTV so you can develop campaigns that deliver the right message at the right time
- Using AI for this means you can be agile and react quickly to market changes

### Analysis Of Competitor & Market Data

- For SEO - [Surfer](#) scans SERPs and gathers data around what content is ranking, length, keywords used, headings, images, and links - this used to be a very manual task (and we still do manual checks), but it gives an instant view of what's happening
- [Gapscout](#) - Analyses every review about you (and your competitors), revealing the biggest, most lucrative gaps in your market where you can develop new products, offers or messaging

### Planning Of Campaigns & Strategies

- For keyword research on SEO and PPC, you can find keywords using ahrefs and clutter them using tools like [Keyword Insights](#) (which also identifies search intent) so you can be laser-focused with targeting
- Tools for content ideation include Chat GPT and [copy ai](#), which again help save you time when it comes to creating campaign and content ideas
- Finally, you can use AI forecasting tools to do some predictive Analytics like [SEO monitor](#) which tells you how your campaigns are likely to perform

### Implementation Of Campaigns

- The best-known use of AI is probably for content writing using tools like [Jasper](#), although there's still a manual element of checking the output
- Also, Chat GPT is a great tool for quickly summarising data, putting data into tables and creating a structure of brief for content writers (or AI) to follow
- For image generation, Midjourney and Stable Diffusion are probably the best known and reduce the time and costs of graphic designers for certain image types

### On-going Monitoring & Data Insights

- Start with free tools, GSC and GA4 to monitor performance
- Move into pro-active tools like [SiteChecker](#), which gives SEO suggestions based on performance (Diib is great for SMBs who want pro-active monitoring)
- Don't forget tools like heatmaps, which can be used in specific circumstances

# Best Practices for Data-Led Marketing

## Objectives

- Know what you want to achieve and why - this will ensure you spend your time collecting the right data to achieve that overall goal
- Also, break down the individual metrics - so if you want to increase sales, does this mean increasing AOV, CVR or LTV? Which will make the difference?

## Data Collection

- You need data to be able to do analysis, so think about where you can source this: website analytics tools, social media, email marketing, CRM + qualitative sources
- In addition, you must be confident in that data, so data accuracy and completeness are essential for reliable insights

## Data Analysis

- I recommend taking it out of platforms and modelling it in a spreadsheet/similar tool where you can visualise the data - Tableau or Power BI
- Link it back to objectives - what's the goal, story and narrative you're telling?
- Also, reading the data is one thing - actually pulling useful insights that lead to actions is another, so make sure you can turn analysis into the next steps

## Measurement & KPIs (Key Performance Indicators)

- Before campaigns go live, set KPIs to measure performance along the way - this will allow you to see if you're hitting goals and change course if you need to
- Align these against key objectives - we need to increase sales - to do that, we need x number of website visitors per month @ x% CVR - are we hitting these KPIs?

## Continuous Learning & Improvement

- Once campaigns are live, implement continuous data-led learning and improvement
- Regularly review and adapt marketing strategies based on data feedback
- Highlight the value of A/B testing and experimentation in marketing.

## ROI Tracking

- C-suite wants to know the Return on Investment (ROI) for marketing efforts - it's likely to impact the budget you're given for the next financial year
- Choose correct attribution models to understand the impact of different marketing channels on conversions - First/last touch, linear, time decay and multi-channel

## Case Studies & Benchmarking

- Present & post benchmark performance analysis vs industry standards/competitors
- This allows you to identify key areas for improvement and over/underperformance

## Data Privacy & Compliance

- Essential to adhere to data privacy regulations, such as GDPR in the EU and CCPA, which builds trust with customers and goes hand in hand with the importance of obtaining consent for data collection and being transparent about data usage.

## AI & Data-Driven Tools You Can Use Today

Software Name	Website URL	Description
Ahrefs	<a href="https://ahrefs.com">https://ahrefs.com</a>	Ahrefs is a comprehensive SEO and backlink analysis tool
GA4	<a href="https://marketingplatform.google.com/about/analytics/">https://marketingplatform.google.com/about/analytics/</a>	GA4 (Google Analytics 4) is a web analytics platform by Google
Google Search Console	<a href="https://search.google.com/search-console">https://search.google.com/search-console</a>	Google Search Console is a tool for webmasters to monitor their website's performance on Google search
Peak AI	<a href="https://peak.ai">https://peak.ai</a>	Peak AI provides AI solutions for defining customer segments
Surfer SEO	<a href="https://surferseo.com">https://surferseo.com</a>	Surfer SEO is an on-page optimisation tool that helps improve your content's SEO
Gapscout	<a href="https://gapscout.com">https://gapscout.com</a>	Gapscout gathers data on competitor reviews so you can find a gap in the market
Keyword Insights	<a href="https://www.keywordinsights.ai">https://www.keywordinsights.ai</a>	Keyword Insights uses AI to cluster keywords and define search intent.
Copy.ai	<a href="https://www.copy.ai">https://www.copy.ai</a>	Copy.ai is an AI-powered content generation and ideation tool
SEO Monitor	<a href="https://seomonitor.com">https://seomonitor.com</a>	SEO Monitor provides predictive analytics for SEO campaigns
Jasper	<a href="https://www.jasper.ai/">https://www.jasper.ai/</a>	Jasper is a content generation tool-the best on the market currently
Chat GPT	<a href="https://chat.openai.com/">https://chat.openai.com/</a>	Chat GPT is an AI-powered chatbot and language model.
Midjourney	<a href="https://www.midjourneyai.ai/">https://www.midjourneyai.ai/</a>	Midjourney is an AI text-to-image generation tool
Stable Diffusion	<a href="https://stablediffusionweb.com/">https://stablediffusionweb.com/</a>	Stable Diffusion is an AI text-to-image generation tool
Site Checker	<a href="https://sitechecker.pro/">https://sitechecker.pro/</a>	Site Checker provides real-time website performance recommendations
Diib	<a href="https://www.diib.com">https://www.diib.com</a>	Diib offers website analytics and SEO insights to improve online presence

## Useful Chat GPT Plug-Ins

Plugin Name	Description
SEO Assistant	Ideal for keyword research and content optimisation for SEO
Speedy Marketing	Generates SEO and social media content ideas, beneficial for eCommerce sites
SEO Plugin	Conducts on-page SEO analysis, offering insights for web page optimisation
PPC – Storeya	Automates and optimises campaigns for Google Ads, Bing Ads, and social media advertising
Competitor PPC Ads	Analyses competitor ad strategies and their best-performing PPC ads
AskYourPDF	Summarises key points from PDF documents for use in content creation or marketing strategies
Link Reader	Synthesises information from various document formats, aiding in research for content creation
Shownotes	Provides podcast episode summaries and recommends future podcast topics
Video Summary	Summarises important points from YouTube videos to aid content creation
Visla	Creates videos for presentations and social media posts from stock footage, enhancing social media marketing content
Social Search	Identifies trending topics or specific tweets, supporting real-time content marketing strategies
Wolfram	Makes ChatGPT smarter by giving it access to powerful computation, accurate math, and curated knowledge
Show Me Diagrams	Create diagrams to simplify complex concepts, making content more understandable for audiences
There's An AI For That	Recommends suitable AI tools based on specific needs, assisting in finding the right AI solutions
Prompt Perfect	Improves ChatGPT responses by refining prompts, ensuring more precise and helpful information
WebPilot	Allows ChatGPT to crawl the web in real-time and return information from the search results