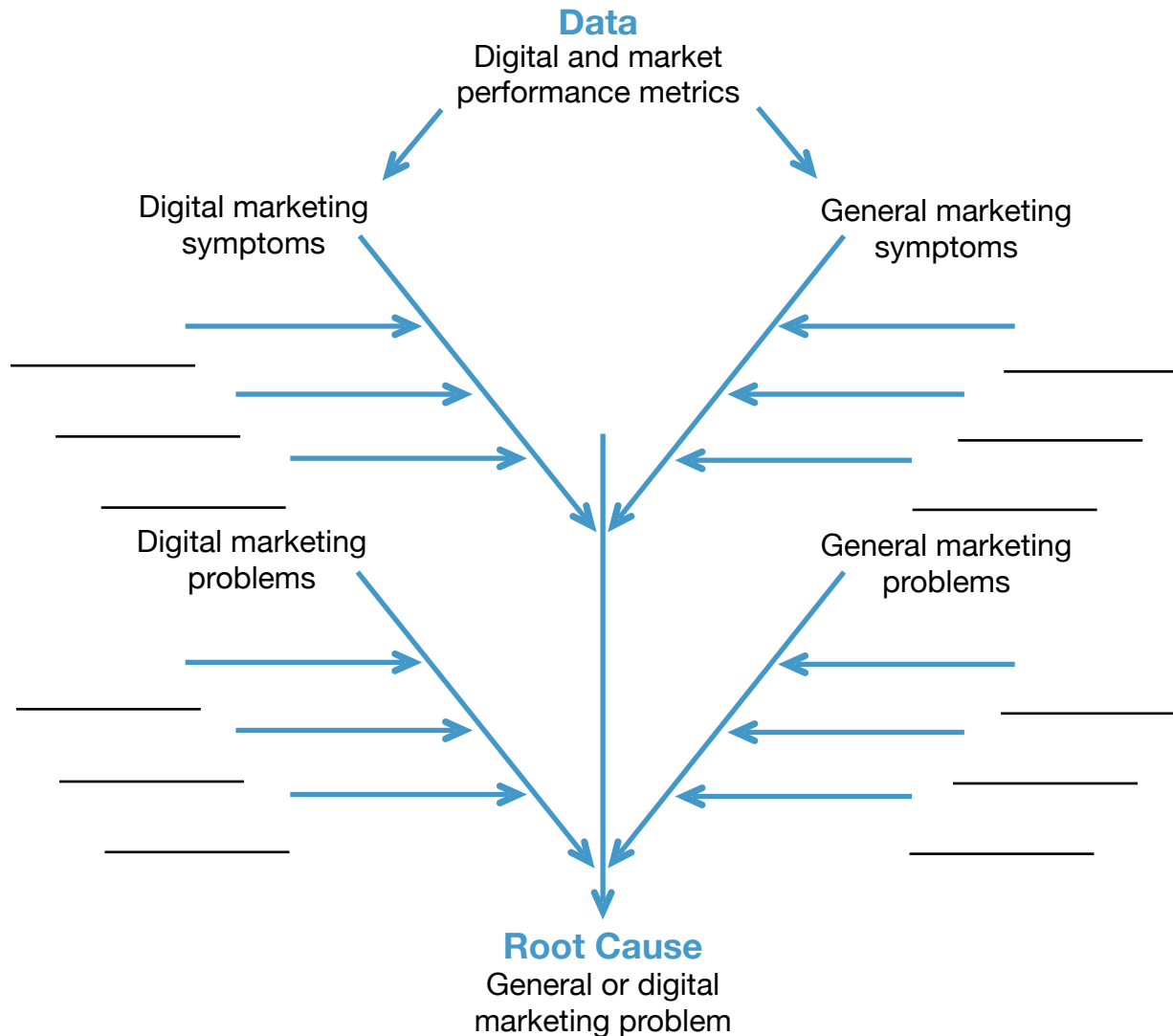


DIGITAL MARKETING ROOT CAUSE ANALYSIS



With digital marketing so much is measurable. You can collect hundreds if not thousands of metrics. With all the digital data available it is easier than ever to spot a problem metric which you want to resolve quickly.

Yet, the first problem noticed, like a drop in website traffic, often doesn't have a quick digital solution. It can be a symptom masking a larger marketing problem that needs solved first. How do you know? Run a digital marketing root cause analysis.

To the left is a modified fishbone cause-and-effect diagram that depicts a process of asking a series of questions modeled after the Five Whys iterative interrogative technique.

Follow these steps:

- (1) Collect performance metrics;
- (2) Identify related symptoms;
- (3) Sort into digital and general;
- (4) Identify contributing causes;
- (5) Identify the root cause;
- (6) Plan actions for each problem.

More at bit.ly/DigitalRootCause