

SLED MARKETING MASTERY SERIES

From Tactics to ROI: Building Your SLED Marketing Metrics Ladder

A step-by-step guide
to aligning executional
metrics, campaign
performance, and
business impact



Matching Metrics to the Right Internal Audience

Track what really matters—and what matters most based on your role in the organization.

Business Metrics

Purpose: Show marketing's impact on organizational goals.

Use Case: High-level KPIs tied to cost savings, revenue generation, or strategic priorities. Reported monthly or quarterly to leadership. Use 3–5 that represent the sum of all marketing efforts and act as the “beacon” for the organization's success.

Campaign Metrics

Purpose: Evaluate integrated performance trends.

Use Case: Roll up executional metrics monthly (once enough history is collected) to assess the health of the full campaign. Identify where larger adjustments—not just tweaks—may be needed. Use 5–8 to reflect the breadth of all active tactics.

Educational Metrics

Purpose: Monitor and adjust in real time.

Use Case: Chosen and tracked daily/weekly by the execution team to spot issues quickly and make tactical tweaks. These are leading indicators—your “pulse checks” for active tactics. Use only 3–5 per tactic to avoid overload.



Without measurement discipline done at each of the right levels, campaigns drift from goals and ROI becomes unclear.

Building SMART Metrics That Actually Matter

How to set clear, measurable goals that drive SLED marketing results—not just activity.

Letter	Meaning	Definition
S	Specific	The goal should be clear and well-defined. Avoid vague language.
M	Measurable	You should be able to track progress and measure the outcome.
A	Achievable	The goal should be realistic and attainable given resources and constraints.
R	Relevant	It should align with broader objectives or values.
T	Time-Bound	There should be a deadline or timeframe to create urgency and focus.

Instead of saying “I want to improve my marketing,” a **SMART version** would be:

“Increase website traffic by 20% over the next 3 months by publishing weekly blog posts and optimizing SEO.”

That goal is:

- Specific (increase traffic)
- Measurable (by 20%)
- Achievable (with weekly posts and SEO)
- Relevant (to marketing)
- Time-bound (3 months)

Do's:

- Tie each metric to campaign objectives
- Make sure metrics inform decisions, not just report activity

Don'ts:

- Avoid vague KPIs like “increase awareness” without numbers
- Don't set goals you can't realistically resource

The Laddered Metrics Framework— From Tactics to Business Impact

Link every metric to the bigger picture.

Level	Example Metrics
Executional Metrics	<p>Banner Ads</p> <ul style="list-style-type: none"> ■ CTR: Increase click-through rate from 0.5% to 0.7% within 8 weeks by testing three new creative variants. ■ Impressions: Deliver 500,000 targeted impressions to SLED decision-makers over the 3-month campaign period. ■ Viewable Impressions: Achieve 70%+ viewability rate across all ad placements by optimizing publisher mix. ■ Click-to-LP Conversion Rate: Improve landing page conversion from 12% to 15% within the campaign period by updating CTA placement and copy. <p>Emails</p> <ul style="list-style-type: none"> ■ Open Rate: Raise average open rate from 18% to 22% within 6 weeks through subject line testing. ■ Click Rate: Increase click-to-content rate from 2% to 3.5% by adding more relevant links and visual CTAs. ■ Form Fills: Capture 150+ form completions from email traffic by campaign end. ■ Unsubscribe Rate: Maintain unsubscribe rate under 0.5% by ensuring frequency aligns with buyer stage. <p>Sponsored Gated Content</p> <ul style="list-style-type: none"> ■ Landing Page Visits: Drive 2,000+ targeted visits to the gated content page over 90 days. ■ Downloads: Achieve 1,200 asset downloads by the end of the campaign. ■ Time on Page: Maintain an average time on page of 90 seconds or higher by optimizing asset previews. ■ Completion Rate: Reach 80%+ full content completion rate for downloaded assets. <p>Landing Page Visits: Webinars</p> <ul style="list-style-type: none"> ■ Registrations: Secure 500 registrations from targeted SLED audience segments. ■ Live Attendance: Maintain at least a 50% attendance rate from registrants. ■ On-Demand Views: Generate 250 on-demand views within 60 days post-event. ■ Post-Event Survey: Achieve an average satisfaction rating of 4.5/5 or higher.

Level	Example Metrics
Campaign Metrics	<ul style="list-style-type: none"> ■ Cross-Channel Engagement Rate: Achieve a 15% engagement rate across all channels (ads, email, content, webinar) by campaign end. ■ Cost per Engaged Account: Keep cost per engaged account under \$350 while maintaining targeting quality. ■ Total Accounts in Mid-Funnel Nurture: Move at least 60 targeted accounts into mid-funnel nurture stage by month three. ■ Campaign-Influenced Opportunities: Create 12+ net new sales opportunities directly influenced by campaign touchpoints within 90 days post-launch.
Business Metrics	<ul style="list-style-type: none"> ■ Pipeline Value Influenced: Influence \$2M in qualified pipeline within 120 days of campaign start. ■ Closed-Won Revenue: Generate at least \$500K in closed-won revenue within 6 months from campaign-influenced opportunities. ■ Sales Cycle Time Reduction: Reduce average sales cycle for influenced deals by 10% over the next two quarters.

Key concept: If you can't tie a tactic to a campaign, and a campaign to a business result, it's just noise!

Ready to put your strategy into motion or need help?

For more information, contact marketing@erepublic.com or your account representative.