FindLaw®

Tracking Your Success
How to measure the results of print advertisements

"If you're not measuring, you're not marketing."

Yes, it's possible to measure the success of your firm's print advertisements — it just requires a little more effort. The next time you turn from pixels to paper, keep these tips in mind to help you accurately monitor the effectiveness.

1 INCLUDE A UNIQUE POINT OF CONTACT
Use a unique phone number or email address in each print advertisement to help you easily identify which campaign your leads are coming from.

2 CREATE A CUSTOM LANDING PAGE
Be thoughtful about the page you are directing readers to on your website. Instead of including a URL to your homepage, create a unique landing page specifically for your advertisement. For example, if you run a magazine ad about your firm's commitment to the community, your landing page could detail goodwill projects, fundraisers and other events your firm has hosted.

3 USE A VANITY URL
Short, unique and easy to remember, vanity URLs are perfect for print ads. Using a web URL specific to a print campaign allows you to see how well your ad is generating leads.

4 USE GOOGLE ANALYTICS
Speaking of your website, use Google Analytics to regularly track your campaign landing page to see the number of visits and the time spent on the page.

5 ASK YOUR CLIENTS
There's nothing wrong with keeping your strategy simple. Ask clients how they heard about your firm to help determine your ROI for print campaigns.

Where to go from here

After your print campaign has run its course, take some time to analyze your data to form a clearer picture of its success. Answer the following questions after each advertisement to improve your strategy going forward.

Did you see an increase in business with the advertisement?

How many prospects contacted your firm or visited your landing page?

Did you reach the target audience you were hoping to?

Which elements of your advertisement do you think worked best? Which did not?

What can you improve in the future?

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