

ROI Roadmap: Understanding & Improving Your Marketing Metrics



Instructors:

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Are you marketing your shop but unsure how to determine the effectiveness of your strategies? Want to gain a better understanding of what to measure, how to measure, and an action plan if your metrics are not meeting expectations?

- ✓ **Uncover the top KPIs for digital ads, social media, and SEO**
- ✓ **Visualize your ideal metrics**
- ✓ **Develop strategies to address holes in your metrics**
- ✓ **Master the art of effectively communicating with your marketing team**

Get ready to elevate your shop to new heights! Learn powerful strategies for success and walk away with actionable steps to measure the impact of effective marketing.

**WED 4/16/25 &
THU 4/17/25**

**6pm to 8pm EDT
Each Evening**

**Code: OLT440
Cost: \$150 USD
Per Student**



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