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IMPORTANT STEPS TO CREATE
a better marketing dashboard

Article from Revalsys Technologies

This article explains about the important steps to create a better marketing dashboard

In today's business world, marketers employ a scientific approach and artistic sensibility to data and analytics. Marketing dashboard takes into account these two qualities to provide the marketing team with easily readable and visually appealing displays of the important metrics. To improve performance, marketers can act on data immediately by tracking metrics on a monthly, weekly or daily basis.

What is a marketing dashboard?

A marketing dashboard is a tool that displays KPIs, marketing analytics and other metrics with the help of data visualizations. Marketing dashboards are designed to offer continuous monitoring and provide the marketing team overview of their performance in real-time. With the knowledge of what actually is going on, the marketing team can move forward to reach the goals.

A marketing dashboard should fulfil the following things so that it provides value to your organization:

- Present the key performance indicators

- Integrate data from different sources and offer a consolidated view

- Let you measure the metrics so that you can make informed decisions.

- Let you measure the overall results and the amount of money you have invested in your marketing campaigns

Due to the complexity of the marketing space, building the right marketing dashboard is a difficult process. To help you out to create an effective marketing dashboard, here are a few important things you should keep in mind.

- **Determine your audience**
  The most important factor in creating an effective marketing dashboard is to know who your audience is. A dashboard that is well-designed tells a compelling story and links to actionable key performance indicators that benefits the audience. As different audiences need different dashboards, you need to determine your audience before creating one. When you build a dashboard for an executive, it should summarize the performance metrics so that he/she can make informed decisions. For a social media marketer, the dashboard should offer metrics from different social media platforms such as Facebook, Twitter, Instagram, LinkedIn etc.

- **Set objectives for your stakeholders**
  As different dashboards tell different stories, it's necessary to set the objectives of different dashboards. In order to make your marketing dashboard more effective, you need to create long-term as well as short-term objectives for your stakeholders and offer different views of data at different granularity levels.

- **Determine marketing KPIs**
  For a certain marketing strategy, it's important to determine the key performance indicators. Key performance indicators of a marketing strategy include marketing metrics of each campaign such as clicks, click through rate, traffic etc. Determining the marketing KPIs help in providing important insights to the team and allows you to track as well as convey the value of your marketing efforts in the concerned areas.

- **Determine data sources**
  The marketing platforms that are available these days make it easier for the businesses to manage everything—email marketing, website, social media strategy etc. The data sources have their own set of data and metrics, and it's necessary to consolidate those to a single platform. It helps in measuring the performance of the marketing program easily.

- **Visualize your data**
  Marketing analytics tools provide your marketing team with innumerable data but it's useless unless it offers value. When you visualize your data, the marketing team should be provided with tools that help them to understand the data and let them find important insights.

- **Data integration**
  One of the important metrics of the analytics dashboard is to integrate data with data visualization tools so that it offers a consistent view. Ensure that you use a tool that offers integration of all the data of different sources.

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