

THE ANATOMY OF A LONG FUNNEL

The launch of the Lean Analytics website

This is an example of a “long funnel,” from initial message to goal completion, spanning two websites and several social platforms.

By segmenting the resulting traffic we can understand who helps move us closer to our business goals, and optimize our marketing and outreach effort.

Our goals in this example were threefold: to **make people aware** of the book; to **collect subscriptions** to our mailing list; and to have people **complete a survey** about themselves.

This diagram shows the steps involved in creating a launch campaign, as well as the Key Performance Indicators (KPIs) you need to measure for each step.

1. Start with a URL

(In this case, it's a personal blog of one of the authors: www.solveforinteresting.com)

2. Create the tagged URL

(using Google Analytics' URL tag builder)

Target URL: Solve For Interesting
Name: Booklaunch
Content: Influencers
Source: Alistair
Medium: Twitter

Target URL: Solve For Interesting
Name: Booklaunch
Content: Influencers
Source: Alistair
Medium: LinkedIn

Target URL: Solve For Interesting
Name: Booklaunch
Content: Influencers
Source: Alistair
Medium: Facebook

3. Make the shortened URL

(using bit.ly's URL shortener)



4. Send out the messages...

(KPI: Friends, followers, contacts)



5. ...some of which get reshared

(KPI: Likes, retweets, shares)



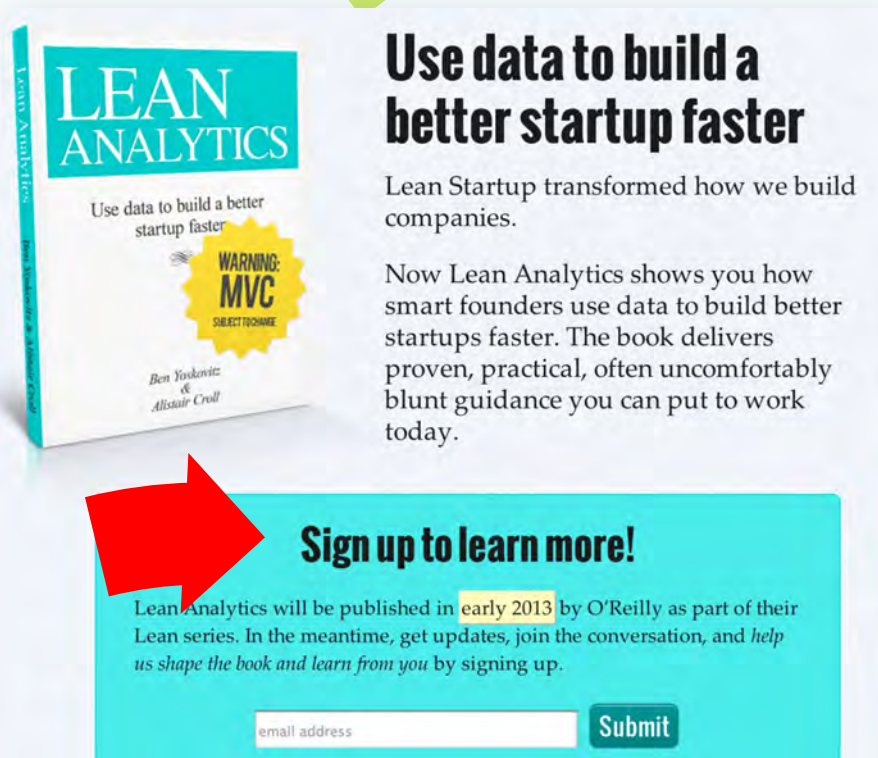
6. Readers visit the site

(KPI: New unique visitors by campaign)



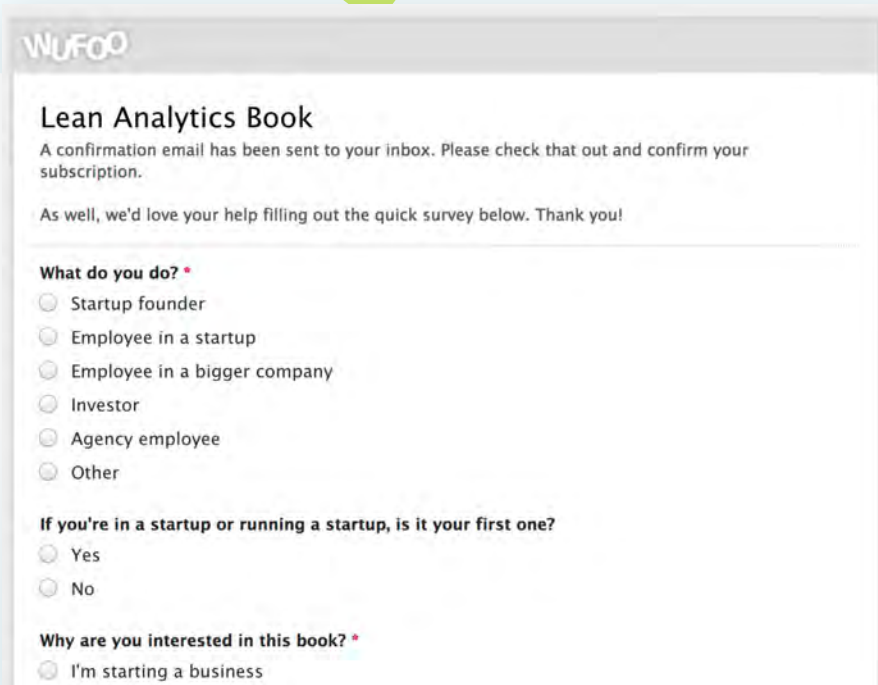
7. Visitors click on the link to the Lean Analytics book site

(KPI: Unique visitors from referring URL)



8. Visitors enter their email

(KPI: Email signups)



9. Some start a survey

(KPI: New unique Wufoo visits)

10. Some complete the survey

(KPI: Survey completions that aren't junk)

