

Measuring Results: RDMO Marketing Channel Metrics

The following charts are designed to help you to set goals and track the results of your RCMP plan. We've tried to provide a comprehensive list of measureable tactics. Choose only the categories/mediums that apply to your programs. If we've missed a category/medium that relates to your program, please add it. Fill in the light grey cells ("%" of Goal" and "% change vs. FY 2011/2012" cells will calculate automatically).

RDMO SOCIAL MEDIA PAGES

Note: Add additional Social Media sites used (if related to your RCMP plan)
 * Source: measure on Facebook Insights
 ** Source: measure on YouTube Analytics

* Source: measure using your enewsletter platform

Objective C / #6 Posting

* Source: measure on Google Analytics

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Related Tactics

FACEBOOK ADVERTISING

