

# How to drive your B2B marketing team with KPIs

Key Performance Indicators (KPIs) are essential to every B2B marketing department looking to excel and grow. There are hundreds of different KPIs you can measure, but whatever you select to drive your team to success, they must fit these five essential requirements.

## 1 Quantitative measurement

You need a KPI you can measure in numbers, with no questions asked. **Ensure every KPI you choose has a specific measuring system with numeric value**, making it simple to gather the results but also easy to create graphs and tables, enabling you to see trends and anomalous results. This means you're genuinely measuring your performance, not just speculating it.



## 2



## Relevant to your process

This is crucial for seeing KPIs that drive your team to success – if the KPIs you choose aren't relevant to your process (and industry), then your team will see little point in aiming to achieve them. Look at your process, and **match the KPIs specifically to your team's movements ensuring steps aren't missed.**

## 3 Crucial to the overall goal

This seems obvious, but it's easy to get consumed by vanity metrics in B2B marketing. **Remember – the key difference between a vanity metric and a KPI is relevance to the final number!** Plan from the end and work backwards in KPI planning, so you know each one has a direct link to the final goal. If you're aiming to generate leads through social media, start with the big picture KPI – how many leads? Then delve deeper, asking KPIs of content shared, reach gained and network following. **Set up KPIs that work along a clear, direct path to that final target,** and you're doing it right!



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## 4 Communicated throughout

What's the point of measuring something if no one knows you're looking for it? It's both sneaky and demotivating for your team. If you want them to reach success, they'll need to know their KPIs inside out, and be constantly focused on reaching them. **Why not create a clear bonus structure, that reflects some (or all!) of the KPIs your team need to hit** – allowing full transparency and communication from you, and better chance of success for them!



## 5 Actively recorded

This is arguably the most important! **If you don't have the proper systems in place to record your chosen KPI – then literally – what is the point?!** If you want to measure the amount of minutes your team spend on the phone, but don't have the technology in place, then don't use it as a KPI – find a new one! Equally if your method for recording a KPI is unsustainable or untraceable, then there becomes little point in maintaining it – as you'll need constant data from measurements to see success and plot changes.



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