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Marketing Transformation

Testing:
Do's and Dont's

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Agile Marketing Testing Do's and Don'ts

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Do . . .

Test based on a hypothesis – you should build a hypothesis before you create your tests. A hypotheses helps us to make a prediction and keeps us on track with our testing.

Test for a set length of time ..... One mistake companies often make is stopping a test too early. Before you start, know how long the test needs to run.

Establish your success factor What does success look like for you? So you need to look at what traffic and engagement you are expecting from your audience – what is good for your industry?

Set up tracking and monitor your tests: so When it comes to testing, you want to be making decisions based on accurate data. You want to know where your data is coming from and what channels are working so ensure you have everything set up.

Test the stuff that matters. Does the copy in your footer really matter? Probably not. Test the things that really matter to your audience. Think about what insights are going to help you optimise and improve your campaign
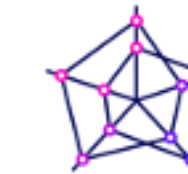
Don't . . .

Test too many variations - Don't over complicate your test by doing too many variations. You wont be able to take any insight from them.

Ignore forget about keywords/SEO - Don't forget about the topics and keywords you want to be know for or register with the customer. SEO will help make your performance better.

Ignore external factors - Ignoring external factors can cause you a challenge if you don't take them in to consideration.

Be afraid to fail - Don't be afraid to fail, failures provide you with learnings to help your campaigns improve.

Give up too soon! - For example LinkedIn recommend that you leave ads running for a minimum of 14 days before your review. To enable them to get enough data for you to optimise from.

The gameplan

1 **Be realistic**, when looking to incorporate experimentation into your activity start small. Set a clear number of experiments and test you want to run in a set period of time, measure the success of these and ease of executing these experiments and start to increase the number from there.

2 **Be data-driven.** Think about what you want your experiments to tell you and use this as the foundation for designing your tests to clearly prove or disprove your hypothesis. Consider how you will measure the success of your experiments, the data sets, metrics and tools you will use to measure your results.

3 **Consider the wider strategy**. Consider the different tactics and channels that may be impacted by your experiments, Who else needs to be involved? Who needs to be informed?

4 **Don't shy away from barriers to success.** All experiments have issues and risks. Whilst it's important to demonstrate value, being upfront about the issues and risks and how these need to be mitigated will be critical to success.

Agile Marketing Testing Framework

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Plan → Test → Learn

	Hypothesis	Objective	Key results	Experiments	Performance	Blockers / Learnings	What next?
1	Increasing personalisation based on behaviour will increase conversions	Increase event registrations	Improve conversion rate by 3%	Behaviour based segmentation based on pages visited and engagement	CTR increased by 10% Conversions increased by 2%	Personalisation increased engagement Further work needed on landing pages to improve conversion	Conversion rate optimisation on landing page
2							
3							

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