



How to Design a Well-Oiled Marketing Dashboard

It's no wonder they call it a dashboard... Like your car, your business could scarcely move forward without it. A well-designed intelligence dashboard provides a snapshot of the overall health of your marketing operations and gives immediate insight into areas that need improvement or tuning. In short, it's key to keeping your finger on the pulse of your business.

At a minimum it helps:

- 1. Provide needed performance metrics and data for decision making.**
- 2. Save time by showing only key reports.**
- 3. Communicate marketing trends with team members and management.**

Most marketing analytic and reporting programs (Google, Salesforce, Radian6, Raven, etc. to name a few) offer this feature, but how well are we using it? To get the most of your marketing software, your analytics dashboard must (at a minimum) be up-to-date, designed with your bottom line in mind, and easily shareable and accessible.

It sounds like a no-brainer, but meeting these requirements are often easier said than done. Most organizations struggle with data quality and input delays. Does your sales or marketing department update their progress on a daily or monthly basis? Are all the necessary fields being populated? If the information is not timely or correct, your dashboard and decision making will suffer as a result.

If data quality isn't your problem, what about the design? When it comes to the layout and contents of your dashboard, you could easily be making a crucial mistake. Are you focusing on the correct reports that impact the bottom line for your department? Is unnecessary information deterring viewers from seeing the real picture? Even the best dashboards need fine tuning as goals and business needs change.

What about accessibility? Possibly the most crucial requirement for having a well-performing intelligence dashboard is the ability for team members to easily access and share information in real time. Allowing proper edit and access levels that allow the right people to pull reports and make changes sounds elementary, but can often be overlooked when designing your system.

What factors do you think contribute to a well-oiled marketing dashboard, and how well is yours working?

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About the Author



A driven, goal and results oriented marketing professional, Brenda has over a decade of experience in a variety of b2b and consumer industries. She is as comfortable conceptualizing marketing campaigns as she is doing the actual "work" needed to generate and communicate results. A [Social Media Today](#) thought leader, she holds a Bachelor of Science degree in Marketing, an MBA from the University of Nevada, and is currently pursuing PMP certification from the Project Management Institute. In her spare time, she enjoys fitness, food & wine, travel and spending time with her three favorite boys. You can reach her via email at bsomich@gmail.com.

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