



ROI ROADMAP *UNDERSTANDING & IMPROVING YOUR MARKETING METRICS*

WITH CAROLINE LEGRAND & HALLIE WASSINGER

Are you marketing your shop but unsure how to determine the effectiveness of your strategies? Want to gain a better understanding of what to measure, how to measure, and an action plan if your metrics are not meeting expectations?

- Uncover the top KPIs for digital ads, social media and SEO
- Visualize your ideal metrics
- Develop strategies to address holes in your metrics
- Master the art of effectively communicating with your marketing

Get ready to elevate your shop to new heights! Learn powerful strategies for success and walk away with actionable steps to measure the impact of effective marketing.

WED 4/16/25
THU 4/17/25

6PM-8PM EDT
CLASS ID: OLT440
\$150 USD / STUDENT