



# **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.*

**MON 6/16/25**  
**TUE 6/17/25**

**5PM-7PM PDT**  
**CLASS ID: OLT441**  
**\$150 USD / STUDENT**