

# Don't measure just conversations, measure what you can!

By [Saskia Delfgaauw](#), issued by [Incubeta](#)

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Michael Ossendrijver, co-owner and business development director at DQ&A joined [Startupbootcamp](#) on Friday all the way from LA to teach something about affiliate marketing and online sales.

Here are some of the most important do's and don'ts to get your message across:

- "Analytics are key, be very smart with your money and creative, especially if you are a startup.
- Don't measure just conversations, measure what you can!
- Set up early stage landing page optimization which is easy and cheap.
- Keep acquisition and conversion in mind in every part of your design, registration flow and funnel.
- Search is nice, but reach is not everything. Know where your consumers are online, know what they do and what they talk about.
- Some of the traffic also comes from mobile devices. Mobile clicks cost less, so make sure you have a mobile optimized website.
- If you have a b2b proposition, start writing blogs and pushing them out! As soon as you have something, share it, especially if you have data.
- For b2c, consumers want to be entertained, so get as creative as you can. Know what your user does, before you start anything. Where do your consumers go online?
- B2b2c - look into the anchors and hooks to show your client that there is also potential for revenue, find the marketing hooks that they can connect to.
- Email marketing is great if you do it the right way. Just send relevant info, instead of a weekly newsletter, just because you said so.

[Check the whole presentation here.](#)

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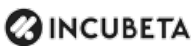
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