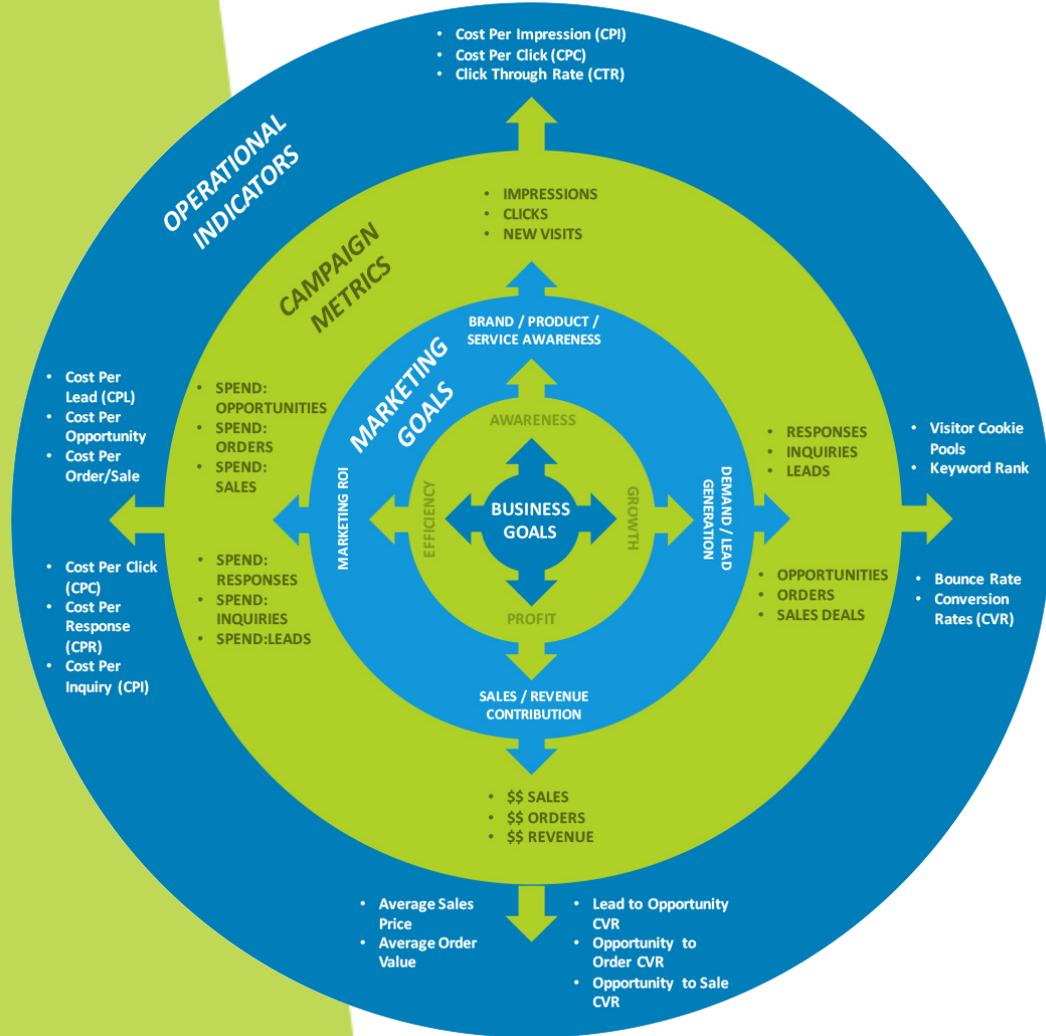


MARKETING GOALS AND KPI CHEAT SHEET



BUSINESS GOALS	AWARENESS	GROWTH	PROFITABILITY	EFFICIENCY
MARKETING GOALS	<ul style="list-style-type: none"> BRAND AWARENESS PRODUCT AWARENESS SERVICE AWARENESS 	<ul style="list-style-type: none"> DEMAND GENERATION LEAD GENERATION ORDERS/SALES 	MARKETING CONTRIBUTION TO: <ul style="list-style-type: none"> \$\$ ORDERS \$\$ SALES DEALS \$\$ REVENUE 	<ul style="list-style-type: none"> MARKETING ROI
CAMPAIGN METRICS	<ul style="list-style-type: none"> IMPRESSIONS CLICKS NEW VISITORS 	INCREASED VOLUME: <ul style="list-style-type: none"> INQUIRIES/RESPONSES LEADS OPPORTUNITIES ORDERS/SALES DEALS 	CAMPAIGN CONTRIBUTION TO: <ul style="list-style-type: none"> \$\$ ORDERS \$\$ SALES \$\$ REVENUE 	<ul style="list-style-type: none"> SPEND:INQUIRY SPEND:LEAD SPEND:OPPORTUNITY SPEND:ORDERS SPEND:SALES
OPERATIONAL INDICATORS	<ul style="list-style-type: none"> COST PER IMPRESSION COST PER CLICK CLICK THROUGH RATE 	ADDRESSABLE AUDIENCE (VISITOR COOKIE POOLS) <ul style="list-style-type: none"> KEYWORD RANK BOUNCE RATE CONVERSION RATES 	AVERAGE SALES PRICE <ul style="list-style-type: none"> AVERAGE ORDER VALUE CONVERSION RATES: <ul style="list-style-type: none"> LEAD TO OPPORTUNITY OPPORTUNITY TO ORDER OPPORTUNITY TO SALE 	<ul style="list-style-type: none"> COST PER CLICK COST PER RESPONSE/INQUIRY COST PER LEAD COST PER OPPORTUNITY COST PER ORDER/SALE

BUSINESS GOALS + MARKETING GOALS FEED INTO MARKETING KPI TARGETS

MARKETING KPIs

		MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	TOTAL
SALES	TARGET	\$90,000	\$90,000	\$108,000	\$108,000	\$135,000	\$135,000	\$666,000
	ACTUALS	\$50,000	\$95,000	\$100,000	\$130,000	\$140,000	\$165,000	\$680,000
LEADS	TARGET	200	200	240	240	300	300	1,480
	ACTUALS	180	190	220	250	320	360	1,520
RESPONSES	TARGET	1,000	1,000	1,200	1,200	1,500	1,500	7,400
	ACTUALS	850	920	1,250	1,400	1,620	1,700	7,740

MARKETING CAMPAIGN KPIs ROLL-UP INTO OVERALL MARKETING KPIs

MARKETING CAMPAIGN KPIs

		MONTH1	MONTH2	MONTH3	MONTH4	MONTH5	MONTH6	TOTAL
SALES	TARGET							
	ACTUALS							
LEADS	TARGET							
	ACTUALS							
RESPONSES	TARGET							
	ACTUALS							

EXAMPLE: Paid Social Media (Facebook): Influencer Campaign

		MONTH1	MONTH2	MONTH3	MONTH4	MONTH5	MONTH6	TOTAL
SALES	TARGET							
	ACTUALS							
LEADS	TARGET							
	ACTUALS							
RESPONSES	TARGET							
	ACTUALS							

EXAMPLE: Paid Search (Google): Product Campaign

		MONTH1	MONTH2	MONTH3	MONTH4	MONTH5	MONTH6	TOTAL
SALES	TARGET							
	ACTUALS							
LEADS	TARGET							
	ACTUALS							
RESPONSES	TARGET							
	ACTUALS							

EXAMPLE: Email Nurture: Industry Campaign Track