

Key Marketing Metrics

Tracking Category	Sub Category	Projected	Actual
Marketing Out	Mail		
	Facebook Messages		
	Emails		
	LinkedIn Messages		
	Outbound Calls		
	Door Tags		
	Ads Posted		
	Flyers		
Inbound Response	Inbound Calls		
	Replies to Facebook Messages		
	Replies to Emails		
	Replies to LinkedIn Messages		
	Answered Calls		
	Answered Doors		
	Replies to Ads		
Conversations Had			
Appointments Set			
Appointments Attended			
Offers Made			
Offers Accepted			
Deals Closed			