

Marketing Key Metrics

Marketing Pieces Out Tracking

Marketing Piece	Projected	Actual	% Completed
Mail	#	#	%
Ringless Voice Mail	#	#	%
Outbound Call	#	#	%
Facebook Message	#	#	%
Email	#	#	%
Doors Visited	#	#	%
Door Tags Left	#	#	%

Inbound Marketing Response Tracking

Responses to Marketing Piece	Projected	Actual	% Completed
Mail Responses	#	#	%
Ringless Voice Mail Working Numbers	#	#	%
Ringless Voice Mail Call Backs	#	#	%
Inbound Calls	#	#	%
Answered Calls	#	#	%
Facebook Message Reponses	#	#	%
Email Responses	#	#	%
Doors Answered	#	#	%
Door Tag Response	#	#	%

Results Tracking

Result Items	Projected	Actual	% Completed
Conversations Had	#	#	%
Scheduled for Follow-up	#	#	%
Appointments Set	#	#	%
Offers Made	#	#	%
Offers Accepted	#	#	%
Deals Closed	#	#	%

(Items are tracked and reviewed on a weekly basis)