



Review Current Marketing

1. On the page with the table, write down a list of all the marketing activities you have done within the last 12 months (you can print out another sheet if needed).
2. Once you have done that write down how much it cost you for the year
3. Then have a look back and see how many leads / enquiries you received from that particular marketing activity
4. Then have a look back and see how many leads / enquiries became a customer from that particular marketing activity
5. You can then work out your cost per lead – take the cost of the marketing activity and divide it by the total number of leads
6. You can then work out your cost per customer – take the cost of the marketing activity and divide it by the total number of customers
7. Now you can see how much it has cost you to obtain each customer from a specific marketing activity. If the cost is high then this is something to look into. Maybe the cost per lead is low but then the cost per customer is high, this would be worth looking into as you are getting the leads / enquiries but then they are not converting to a customer. Something could be going wrong after the customer has enquired, this could be number of things:
 1. a. Not following up enquiries
 2. b. The description of the product / service is not what it actually is
 3. c. The price is not what they thought
 4. d. Maybe the time in responding was too slow I'm sure there are many more, but you can see how you can start analysing your results to see where things are going wrong and not working as well as you thought.
8. The blank page you can use to write a summary of your learnings; what worked, what didn't and what you are going to test.