MODULE 1: MARKETING FOUNDATIONS

My marketing numbers

Lesson: Your marketing numbers: leads, conversion, booking value and lifetime value · about 15 minutes

Calculate the five numbers for your own business from your inbox, calendar and invoices.

Your business (name, service, main city):

1. For the last 12 months, count leads, conversations (calls, meetings or tastings), proposals and bookings. Calculate the conversion rate at each step and overall.

2. Calculate your average and median booking value before HST. Which bookings pull the average up or down?

3. List your three main marketing channels. For each, write money spent, hours spent at your chosen hourly value, bookings won and cost per booking.

4. For your main client type, estimate gross profit per booking, average bookings per client and referral value. Calculate lifetime value.

5. Using about a third of lifetime value as a ceiling, what is the most you should spend to acquire one client of that type?

6. Which single number do you most want to improve next quarter, and what is the first action you will take?

Check: can you now

- Calculate leads, conversion rate, average booking value and cost per booking from your own records
- Estimate client lifetime value using gross profit, repeat rate and referrals
- Use lifetime value to set a sensible maximum cost to acquire a client

One change you will make this week