MODULE 12: PAID ADS, MEASUREMENT AND THE MARKETING PLAN

Your one-page dashboard

Lesson: The marketing dashboard · about 15 minutes

Choose your measures and build the dashboard you will review every month.

Your business (name, service, main city):

1. **List the eight to ten measures you will track. Mark each as leading, lagging or input, and name its source.**

2. **Set a monthly target for each measure for the next three months, adjusted for your season.**

3. **Define the watch and act thresholds for your three most important measures.**

4. **Fill in last month's numbers from your CRM and ad accounts. What took the longest to find?**

5. **Write the five review questions in your own words and book a recurring 30-minute slot.**

Check: can you now

- Choose ten or fewer leading and lagging measures that drive decisions in your business
- Build a one-page monthly dashboard in a spreadsheet, fed by your CRM and ad accounts
- Run a 30-minute monthly review that compares results with targets and the same month last year

One change you will make this week