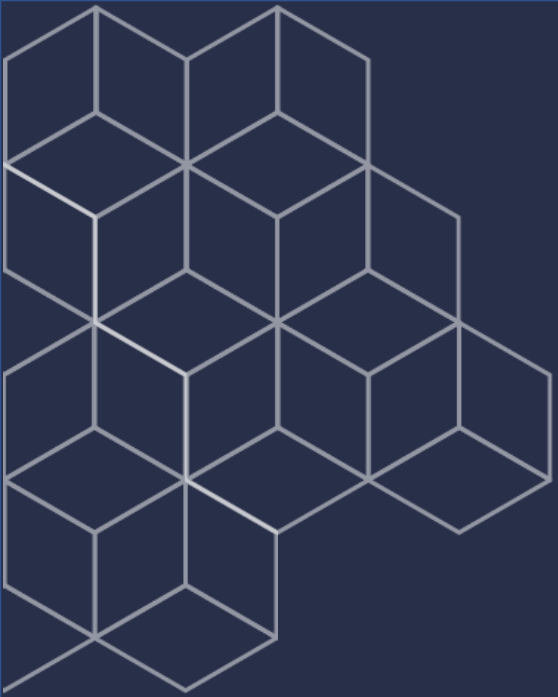




# Lead Gen Goal Setting & Campaign Tracking



# Agenda

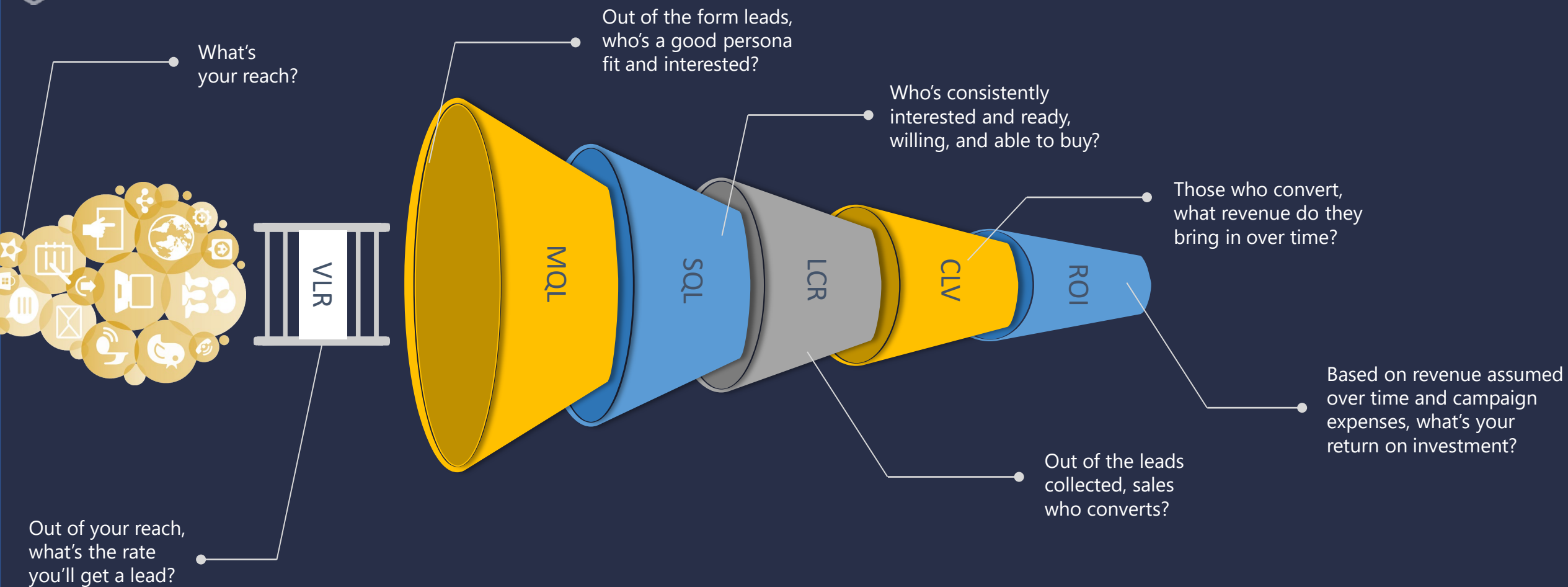
- Formula for goal setting
- Formula for determining ROI
- Formula for determining ROI on CLV

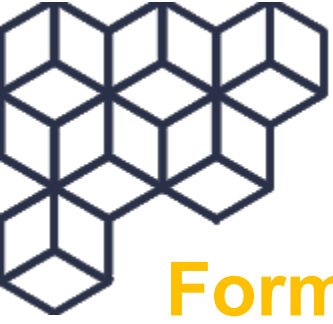


# 2

## Formula for goal setting

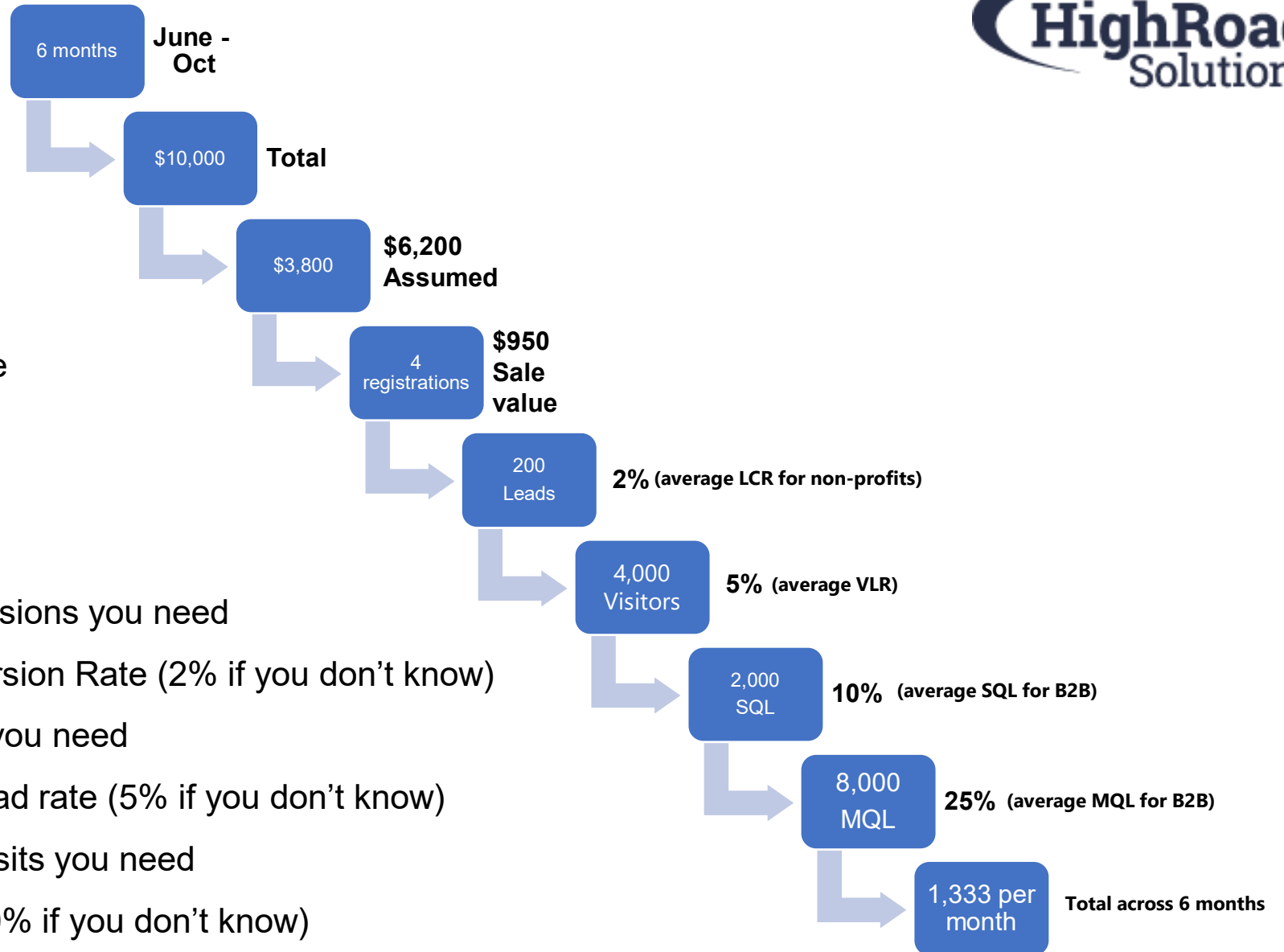


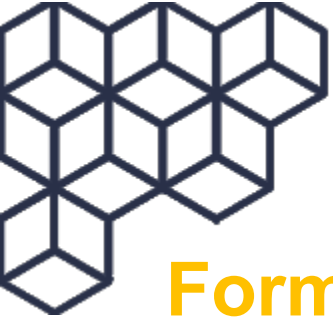




# Formula for revenue goal setting

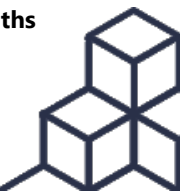
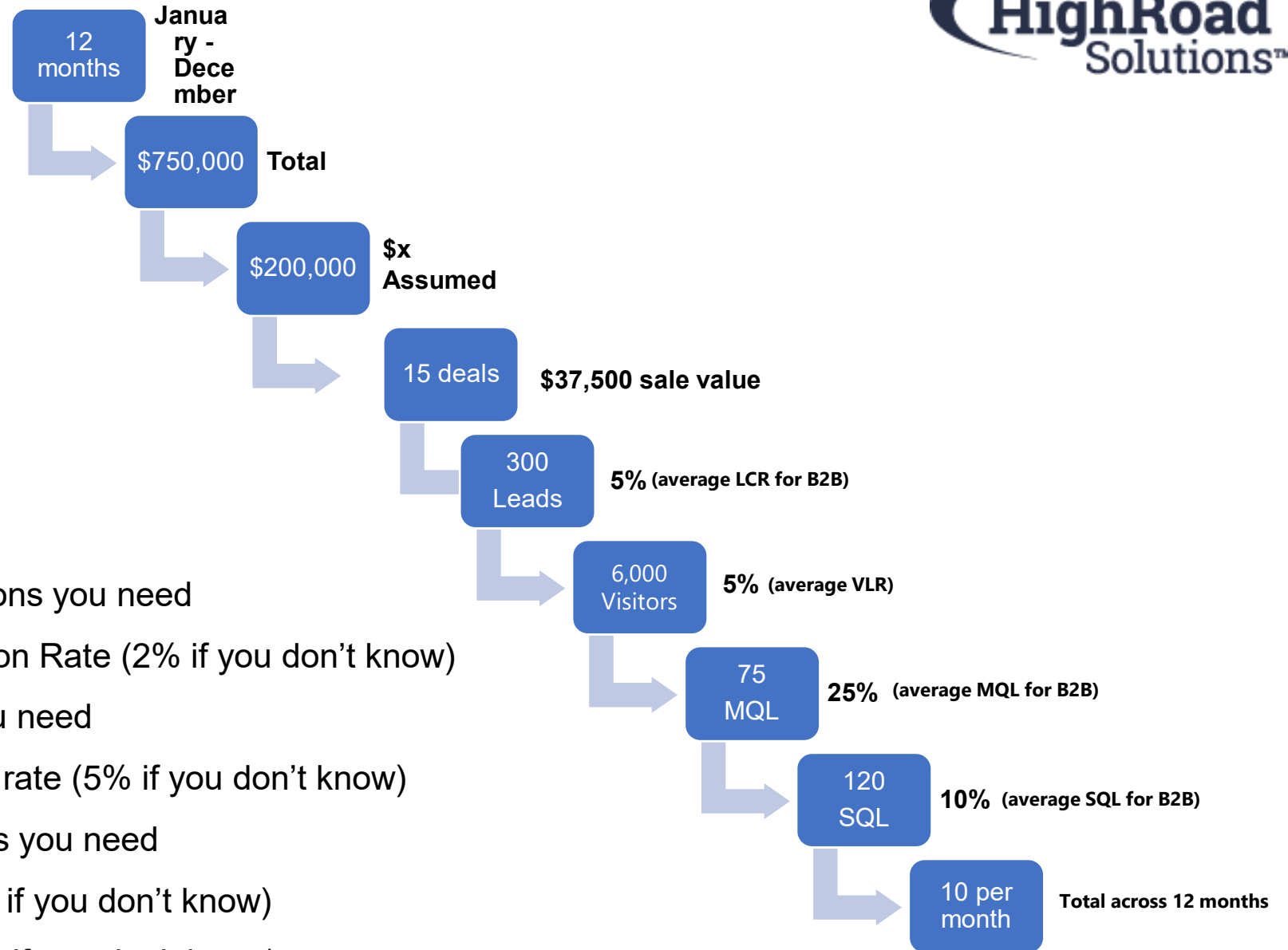
1. Determine campaign timeline
2. Determine revenue target
3. Determine revenue gap
4. Determine conversion value
5. Determine how many conversions you need
6. Determine your Lead Conversion Rate (2% if you don't know)
7. Determine how many leads you need
8. Determine your Visitor-to-Lead rate (5% if you don't know)
9. Determine how many web visits you need
10. Determine your SQL rate (10% if you don't know)
11. Determine your MQL rate (25% if you don't know)

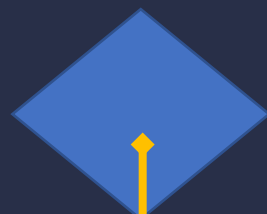




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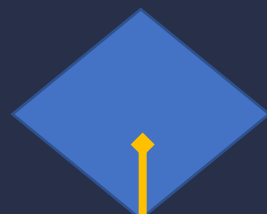
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## **Determine your goal**

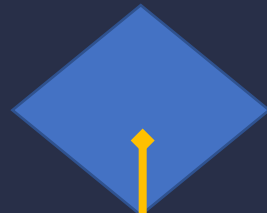
Your goal is, ultimately, your definition of success. It's a quantifiable conversion that's defined by you.



## Determine your timeline

Even evergreen campaigns need timeframes so that you know when to measure whether you've achieved success.





## Determine your revenue target

Most revenue targets will already be identified based on the budgeted goals for that particular program (product) line. It's obviously up to you and your marketing department whether you want to create stretch goals to exceed your budgeted goal.

## Determine your revenue target



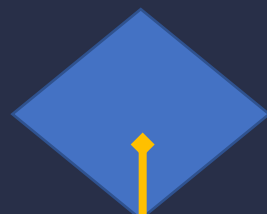
Target revenue



Assumed revenue



Revenue target



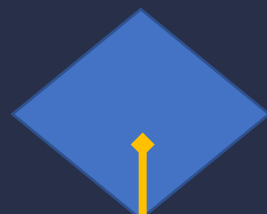
## Determine Conversion Value

Now that you know your revenue target, you'll want to identify the average value of your conversion so that you know how many conversions you need to fill that gap.

## Determine your average conversion value



$$\text{Program category 1} + \text{Program category 2} \div 2 = \text{Conversion value}$$



## Determine # conversions needed

Now that you have the average conversion value, you can calculate how many conversions you need in order to hit your target.

## Determine # conversions needed



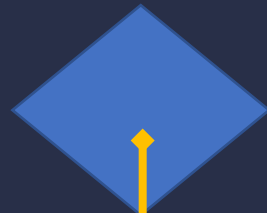
Revenue target



Avg conversion value



# conversions needed



## Factor in Lead to Conversion Rate (LCR)

The percentage rate of those leads that convert within your organization.

## Lead to Conversion Rate (LCR)



Number of conversions



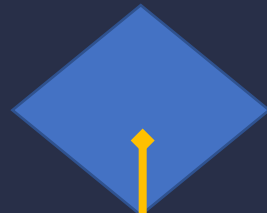
Number of Leads



Lead Conversion Rate

If you don't know, the average is 2%





## Marketing Qualified Lead (SQL)

A prospect that has expressed some interest in your organization and your content. It's essentially a lead that's more likely to convert.

Measured by:

- Persona fit
- Content fit
- Program fit

## Lead to MQL conversion rate



Number of MQLs



Number of Leads



MQL Conversion Rate

If you don't know, the average is 25%



## What is a Sales Qualified Lead (SQL)

A prospect that has been vetted and determined to be ready for the next stage in your sales process. It's essentially the hand-off from Marketing to Sales. Measured by:

- Consistent interaction with content
- Program (product) inquiries
- Decision-making fit
- Timing fit

## MQL to SQL conversion rate



Number of SQLs

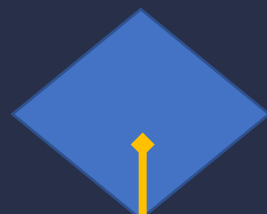


Number of MQLs



SQL Conversion Rate

If you don't know, the average is 10%



## Determine Visitor-to-Lead Rate (VLR)

The percentage rate of those who visit your website and ultimately become leads.

## Visitor-to-Lead Rate (VLR)



Total form fills (leads)



Total visitors



Visitor to Lead Rate






If you don't know, the average is 5%

# 2 Formula for determining ROI





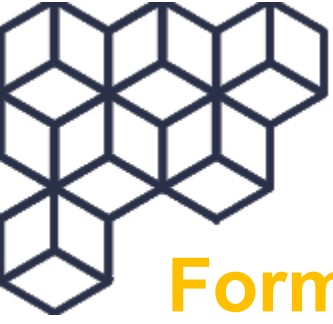
## Formula for basic ROI

1. Attribute conversion to campaign  **10 conversions (\$950 each)**
  2. Determine value of total conversions  **\$9,500**
  3. Determine marketing spend  **\$1,000**
  4. Total conversion value - marketing spend  **\$9,400 ROI**
- 



# 5 Formula for determining ROI on CLV



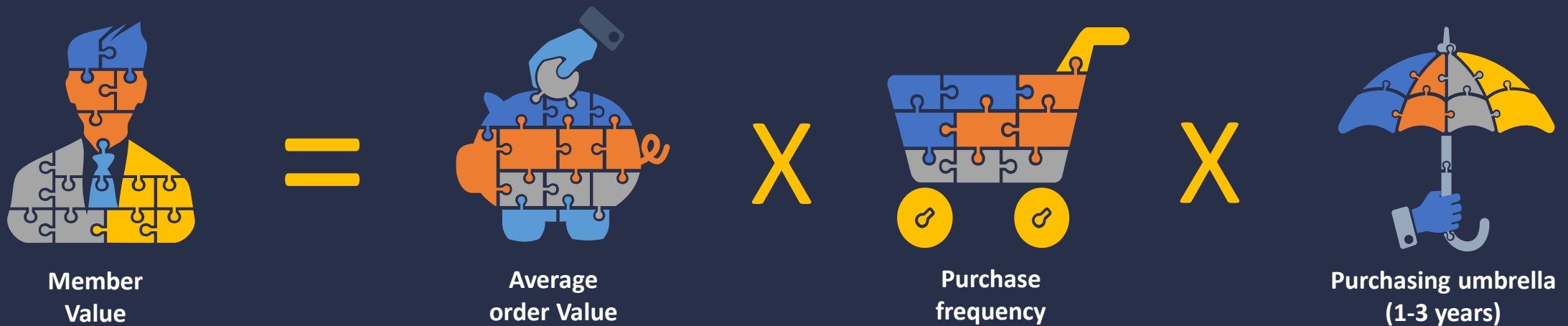


# Formula for determining ROI (the inbound method)

1. Attribute lead to campaign (set this up through HubSpot)
2. Determine average sales price
3. Determine Customer Lifetime Value (CLV)
4.  $CLV \% Ad\ Spend - 1$

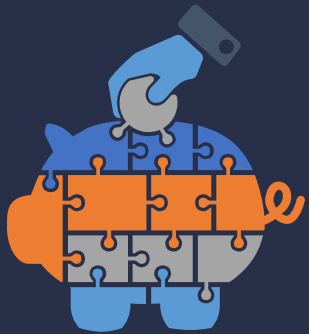


# Formula for determining Customer Lifetime Value (CLV)



# Formula for determining Customer Lifetime Value (CLV)

\$900



Average  
order Value

X

3



Purchase  
frequency

X

2



Purchasing umbrella  
(1-3 years)

=

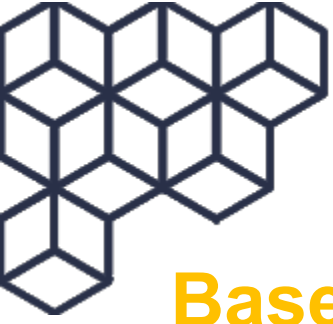
\$5,400



Customer  
Lifetime Value

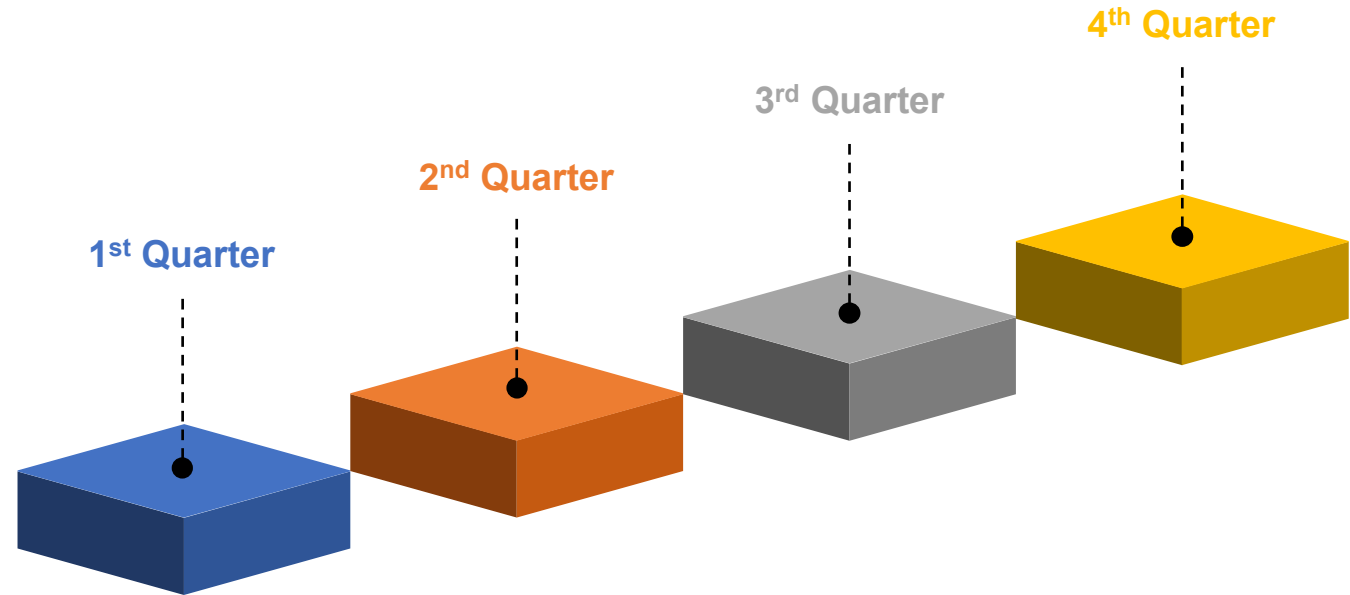
## Formula for determining ROI with Customer Lifetime Value (CLV)

1. Attribute conversion to campaign → **10 conversions**
2. Determine Customer Lifetime Value (CLV) of each conversion → **\$5,400**
3.  $CLV \times \text{number of conversions from campaign}$  → **\$54,000**
4. Determine marketing spend → **\$1,000**
5.  $CLV - \text{marketing spend}$  → **\$53,000 ROI**



# Baseline/insights gathering

1. Determine timing for collecting baseline info.
2. Determine what you want to learn
  1. **Persona-based**
  2. **Content-based**
  3. Channel-based
  4. **Lead Conversion Rate**
  5. Campaign-based (comparison)
  6. Close Rate (sales enablement)
  7. Win Rate (sales enablement)
  8. **SQL Rate (sales enablement)**
  9. **MQL Rate**
3. Record metrics over **at least a year** to determine your rates



# Are you doing this today?



**What are you tracking?**



**How are you collecting inputs internally?**



**Who is involved in goal setting?**



**Are you reporting on ROI?**

