

INITIATIVES

1. Build Brand Awareness
2. Close Deals
3. Create a High-Quality Pipeline
4. Create Content
5. Create Paid Advertisement Program
6. Decrease Churn
7. Decrease Customer Acquisition Cost
8. Define or Update Personas
9. Differentiate Brand from Competitors
10. Diversity Promotion Efforts
11. Grow Event Attendance
12. Grow International Brand
13. Grow Paid Users
14. Grow Revenue
15. Grow Social Media Reach
16. Improve Customer NPS
17. Improve Lead Quality
18. Improve Sales Rep Productivity
19. Increase Clickthrough Rate
20. Increase Conversion Rate
21. Increase Leads
22. Increase Product Adoption
23. Increase Traffic
24. Introduce New Product/Service
25. Optimize Sales Cycle
26. Recruit Top Talent
27. Scale Company Culture
28. Shorten Sales Cycle
29. Unify Products/Services

A NOTEWORTHY COMMENT:

What's a good metric?

It's one that **yields new insights**, is based on **user actions** not opinions, and is **actionable**.

METRICS

1. Average Cost-Per-Click (\$)
2. Average Day to Close
3. Average Deal Close (\$)
4. Churn Rate (%)
5. Clickthrough Rate (%)
6. Conversion Rate (%)
7. Customer Acquisition Costs (\$)
8. Customers
9. Downloads
10. Exploratory or Qualifying Calls/Meetings
11. Followers / Fans
12. Impressions
13. Inbound Links
14. Leads
15. Leads Worked Percentage (%)
16. Lead-to-Customer Conversion Rate (%)
17. Lead-to-Marketing Qualified Lead Percentage (%)
18. Lifetime Value (\$)
19. List Growth Rate (%)
20. LTV/CAC (Lifetime Value to Customer Acquisition Costs)
21. Marketing Influenced Customer Percentage (%)
22. Marketing Originated Customer Percentage (%)
23. Marketing Qualified Leads
24. Mentions
25. MQL Conversion Rate (%)
26. NPS (Net Promotor Score)
27. Opportunity-to-Customer Percentage (%)
28. Retention (%)
29. Revenue (\$)
30. Sales Opportunities
31. Shares
32. Subscribers
33. Support Calls
34. Ticket Sales (\$)
35. Time-to-Close Sale
36. Visitor-to-Lead Conversion Rate (%)
37. Visits
38. Visits from Organic
39. Visits from Paid
40. Visits from Referral
41. Visits from Social