CHAPTER 6 · REVOPS AND REPORTING

Five questions for your marketing report

Every month, your marketing report should answer these in plain words. Fill this in from your own report and see which ones it can't answer.

Month

01 What did marketing bring in?

New customers and revenue, not clicks.

02 What did it cost?

Ad spend plus people, so you can see the return.

03 Where did the new customers come from?

04 What didn't work, and what are we doing about it?

05 What are we changing next month, and what do we expect it to produce?

Give it as a range with a date.

START HERE

If your report can't answer the first question, start with the three things in Chapter 6: every lead tracked, every lead in one place, and what happened next. **Nothing else works as well without them.**