

Weekly Marketing Scorecard

Who it's for: Owners who want clarity without drowning in reports

What you'll get: The few numbers that should drive weekly decisions

1) The Goal

Know what is working, what is wasting money, and what to do next.

2) The Checklist

- Leads received
- Leads answered the same day
- Appointments or quotes booked
- Sales closed or revenue generated
- Top lead source
- Cost per lead (if running ads)
- One improvement you made this week

3) Quick Wins

- Track this in a simple sheet, no fancy software required
- Pick one metric to improve this week
- Go from marketing to revenue, not feelings

4) Common Mistakes

- Tracking everything and understanding nothing
- Ignoring lead quality
- Not measuring follow-up

5) Next Move

If you want tracking that actually helps decisions, we build it around profit.
