

Testing & Measuring Our Marketing



Key Points:

- Testing & Measuring is good stewardship
- Ask every enquiry how they heard about you

Discussion Questions:

(Make it a safe place where people understand that they do not have to share if they don't feel comfortable with sharing private / sensitive information but emphasise the importance of them still answer the question and writing it down for themselves.)

1. Do you currently track your leads?
 - a. If yes, what have you noticed since tracking?
2. What are your current lead sources?
3. Create a tracking sheet with all lead sources on it.

Business Building Activity:

Start measuring all of the calls you and at the end of the month adjust your marketing spend towards the marketing that is working.

N.B. Please do not hand these out, these are for you to guide / facilitate conversation. We suggest you ask the question and open it for discussion. If there is a void in conversation, or it is hard to get the conversation going, share your answer then ask the others if they have any thoughts. The questions are a guide only, allow discussions to carry on as long as it is still on topic. Ensure the activity is given as "homework" so people are getting value and making progress.