

## Set up 5 Dashboards For Your Business

### Business Growth Dashboard

As discussed in Remarkable Business Growth, it is vital that you know your top level numbers and key results. This dashboard will tell you if you are on track or off track and should include the following 8 metrics:

- Specific financial goal
- Annual net new revenue
- Average order value
- Number of orders required
- Sales cycle length
- Conversion rate – lead to customer
- Number of leads required per year
- Website conversion rate – visitor to lead

### Marketing Dashboard

Your Marketing dashboard will tell you how effective you are being with your lead generation and marketing campaigns, focus on these 10 reports on your marketing dashboard:

- Leads generated – Marketing Qualified Leads (MQLs).
- Top Personas
- Campaign metrics – by campaign.
- Lead Sources – breakdown
- Email metrics – open rates etc.
- Blog post views
- Landing page views
- Social Media Engagement
- Paid Ad campaign performance.
- Cost of Customer Acquisition (COCA)

### Sales Dashboard

Now your lead generation is working, how are you nurturing and converting those leads into revenue. Sales is all about activity and the following 12 metrics will give you a good view of how effective your sales pipeline is:

- Revenue Generated – Actual (Lag Metric)
- Revenue Forecast
- Sales Qualified Leads Generated (SQL's)
- Number of Calls Made
- Number of Emails Sent
- Number of Appointments – Meetings
- Number of Presentations Made
- Closed Won – Deals Won
- Closed Lost – Sales Lost After Presentation
- Conversion Rate – Lead to Customer %
- Average Order Value
- Sales Cycle Length

### Website Analytics Dashboard

How well is your website working to connect and engage the traffic that is being attracted to it, use these 6 metrics as a starting point:

- Number of visitors – New users / new sessions.
- Top Traffic sources
- Bounce rate
- Page views per session
- Pages visited
- Blog post views

### Service Dashboard

How well are you supporting and nurturing your customers experience. Use these 6 metrics:

- Customer Satisfaction Score (CSAT)
- Net Promoter Score (NPS)
- Customer Retention Rate (CRR)
- Customer Churn Rate (CCR)
- Total Number of Support Tickets
- Customer Lifetime Value