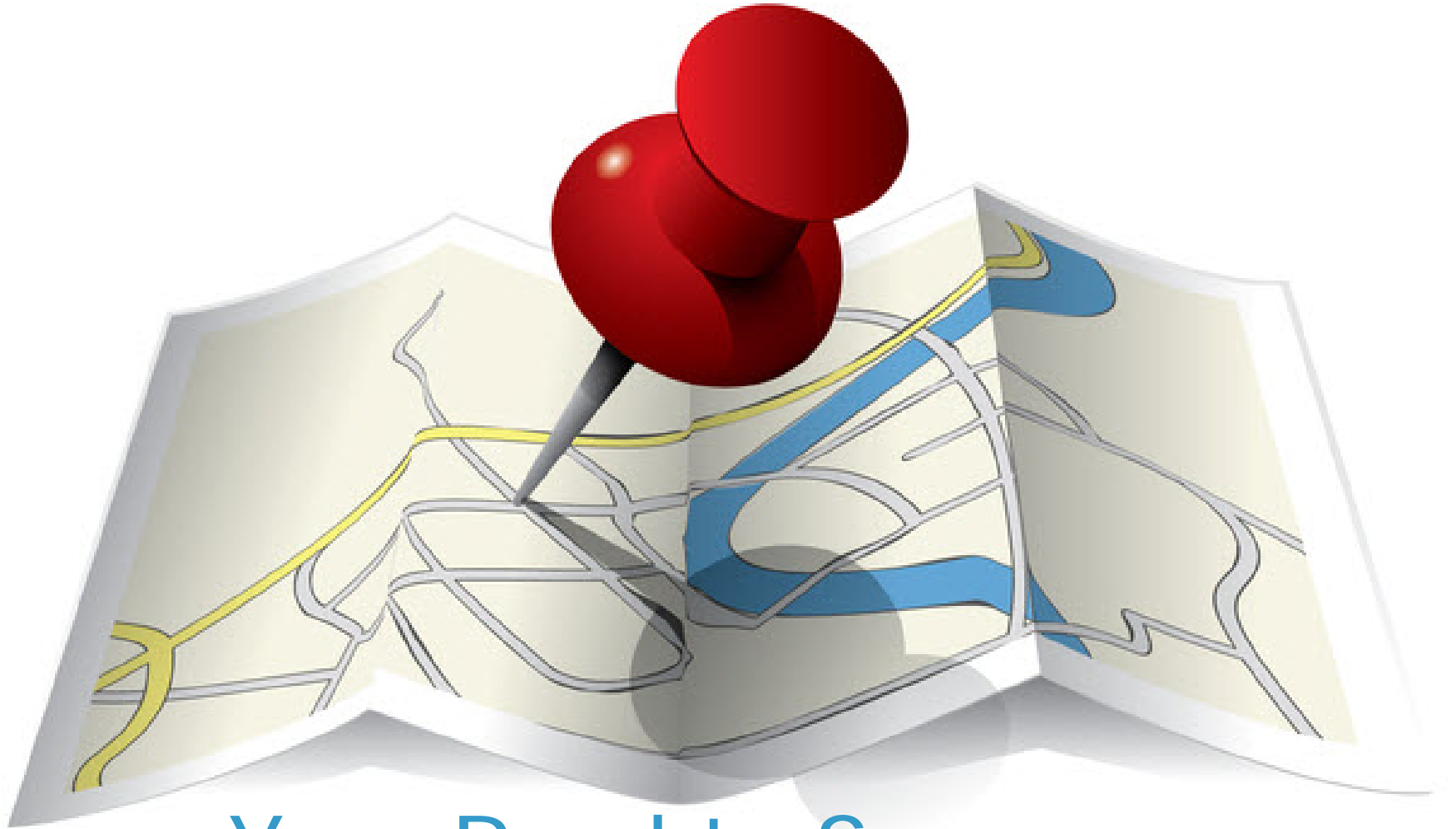


# Marketing Benchmarks



Your Road to Success

# Is your marketing working?





Or are you spinning  
your wheels?



Or are you spinning  
your wheels?

Do you even  
know your  
results?

Benchmarks are your GPS  
to success



But, how do you  
set benchmarks?





Take  
this path

Define  
success



Assign  
metrics



Gather  
results





Define  
success





Examine your  
marketing projects

# What is your ideal response?



New leads?

# What is your ideal response?



New leads?



Increased sales?

# What is your ideal response?



New leads?



Increased sales?



Web traffic?

Assign  
metrics

SUCCESS



# Choose a benchmarking method



# 1. Compare to industry standards





## 2. Measure against competitors



# 3. Improve on past results



# Be specific



Percentage



Dollars



Numbers

**5% improvement in  
white paper downloads**

**5% improvement in  
white paper downloads**

**\$5,000 in new sales**

**5% improvement in  
white paper downloads**

**\$5,000 in new sales**

**500 NEW SUBSCRIBERS**

# Gather results



Check progress on a regular basis





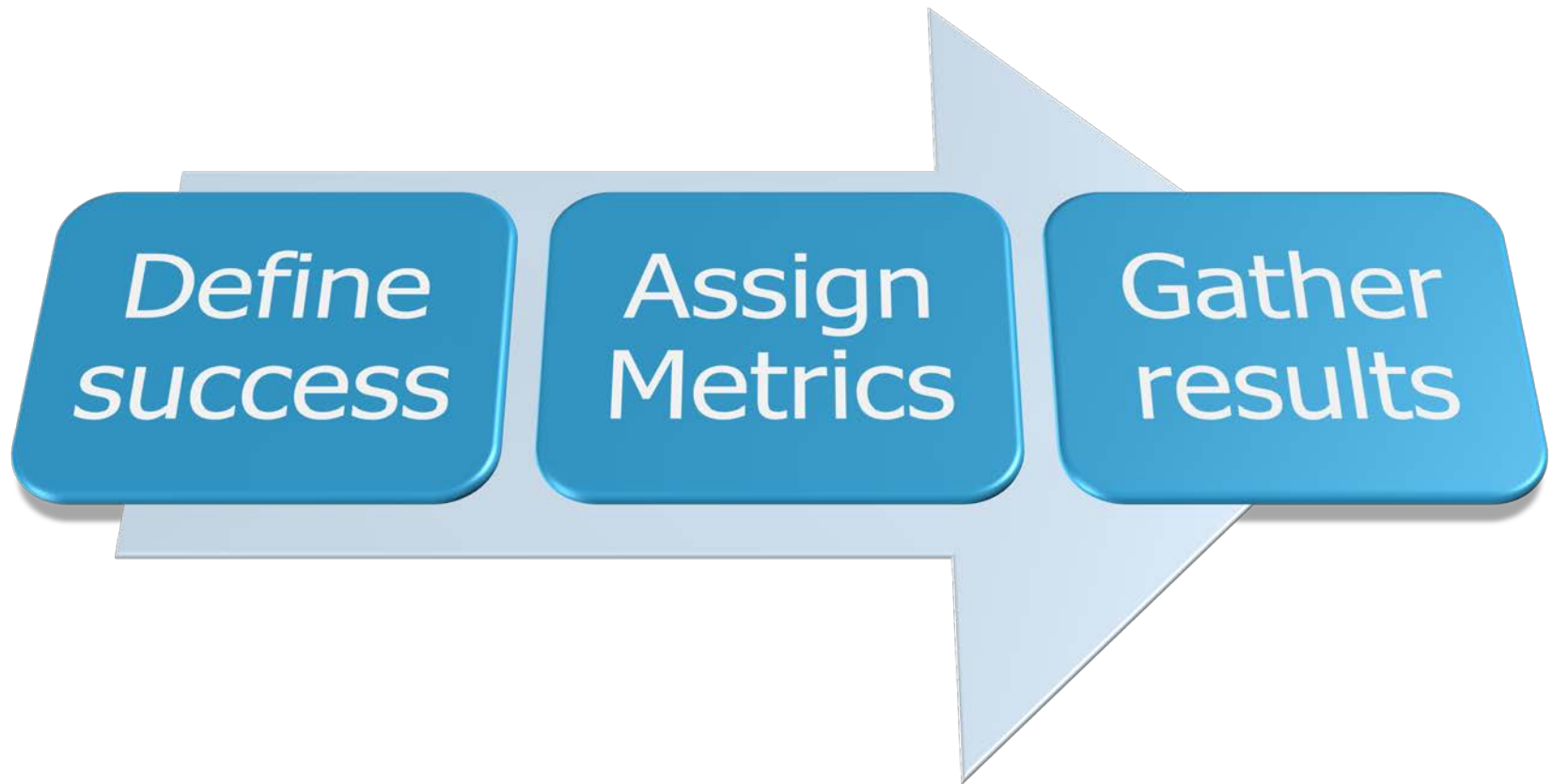
# Make necessary adjustments





Perhaps additional channels

# Marketing benchmarks: Your road to success



# This is Part 9

## Check out the entire series

Follow the 10-Part Marketing Plan at

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Cathy Miller, Business Writer



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