Inbound Smarketing Goals

Setting your SMART goal

Using the calculator below, enter in your values in the fields that are highlighted with gray.

	Per Year	Per Quarter	Per Month	
Customer Acquisition Cost	$	$	$	
This is how much your cost to acquire your customers cost, taking into account any budgets from campaigns that marketing has spent money on, as well as the same for sales attending events or nurturing Opportunities to Customers.				SERVICES RESPONSIBILITY
Marketing and Sales Costs for Acquiring new Customers	$	$	$	
This details how much marketing and sales have incurred acquiring the new customers as listed below under "this is how many customers you need to close."				
This Years Sales Goals ($)	$	$	$	
Your Average Deal Size ($)	$			
Total Customers Needed to Close				
Close Rate (%)	%			SALES RESPONSIBILITY
Of all of the deals that you open, what percentage of them do you actually close win?				
Total Deals Sales Needs to Open				
SQL to Deal Conversion Rate (%)	%			
Of all of the "good leads" that you get, what percentage on average generally turn into an open deal?				
How many SQLs You Need:				
MQL to SQL Conversion Rate (%)	%			LEAD HAND OFF PROCESS
Currently, of all of the leads that get passed on to sales, what percentage of them would sales consider "Sales Qualified."	Tip: If sales and marketing are very aligned in considering what a "good lead" looks like, this number should be as close to 100% as possible.			
How many MQLs You Need:				
Marketing Qualified Leads or MQL's are what Marketing is responsible for generating. These are leads that have reached the bottom of your funnel.	Tip: Reaching the bottom of the funnel is when a lead converts on a form that gets them directly in touch with sales. Such as a demo, free consultation, or contact sales form.			MARKETING RESPONSIBILITY
Lead to MQL Conversion Percentage (%)	%			
Tip: Reaching the bottom of the funnel is when a lead converts on a form that gets them directly in touch with sales. Such as a demo, free consultation, or contact forms.				
Total Amount of Leads Needed to Generate:				
Traffic to Leads Conversion Rate (%)	%			
Website Traffic Goals (Visits)				

****Please save this worksheet to the desktop on your computer.
This way your progress will be saved correctly as you fill out the calculator.****