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INVESTIGATE,
IDENTIFY,
CORRECT,
MEASURE.

GrowthEngine
Inbound GamePlan

STAGE 1.

Before undertaking your growth strategy or attempting to do Inbound, it is essential to audit your starting point across all three areas of marketing, sales and client services. This audit establishes your ground zero and everything you do should be measured from this starting audit point.

INVESTIGATE

Identify all the systems, skills and activities you currently employ and create an audit sheet to record your current data performance and date your audit. Key areas to identify are:

- The number of systems and their cost, plus their function

- Your systems gap and costs to fill this gap

- Accountable people & role responsibilities plus skill competency

- Your departments Key Performance Indicators [KPIs]

IDENTIFY

Run your latest reports to investigate Key Performance Indicators and compare these against your business forecast and goals. This to establish what is working, what is not and what new metrics should be introduced. Key areas to identify are:

- **Marketing:** Website & blog traffic | visitor to lead conversion | lead to client conversion

- **Client Services:** By Team / employee and ticket case - overall nps score | retention / churn rate | resolution rate | average first response time | google reviews

- **Sales:** Team quota vs actual | average deal size | conversion / win rate | revenue / margin achieved | sales funnel leakage

- Also consider content | SEO | PPC | UI experiences | social media | keyword | email / general campaign performance
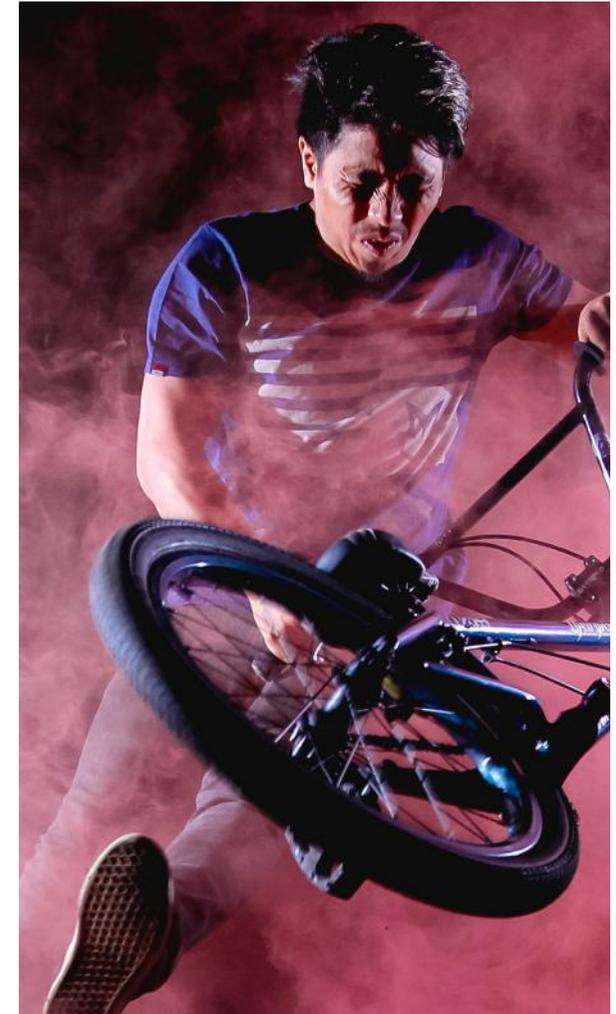
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CORRECT

Your audit investigation results will provide an indication of not only how well each team / department is doing, but also where there is a disconnect. Start by rectifying individual departments and as part of this process involve each department to ensure closed loop connectivity is achieved.

- ○ Involve all three departments in each others improvement process

- ○ Set smart goals

- ○ Assign key responsibilities and accountability

- ○ New metrics should be identified to meet business objectives

MEASURE

Different Key Performance Indicators will have different reporting periods, daily, weekly, monthly, quarterly etc. Set up a common reporting structure that can be measured not only against business performance but against your initial ground zero audit to establish your progress.

- ○ Set up frequency of reporting against a specific goal

- ○ Aggregate these through a dashboard or automated report

- ○ Maintain review meetings and apply corrective measures as required

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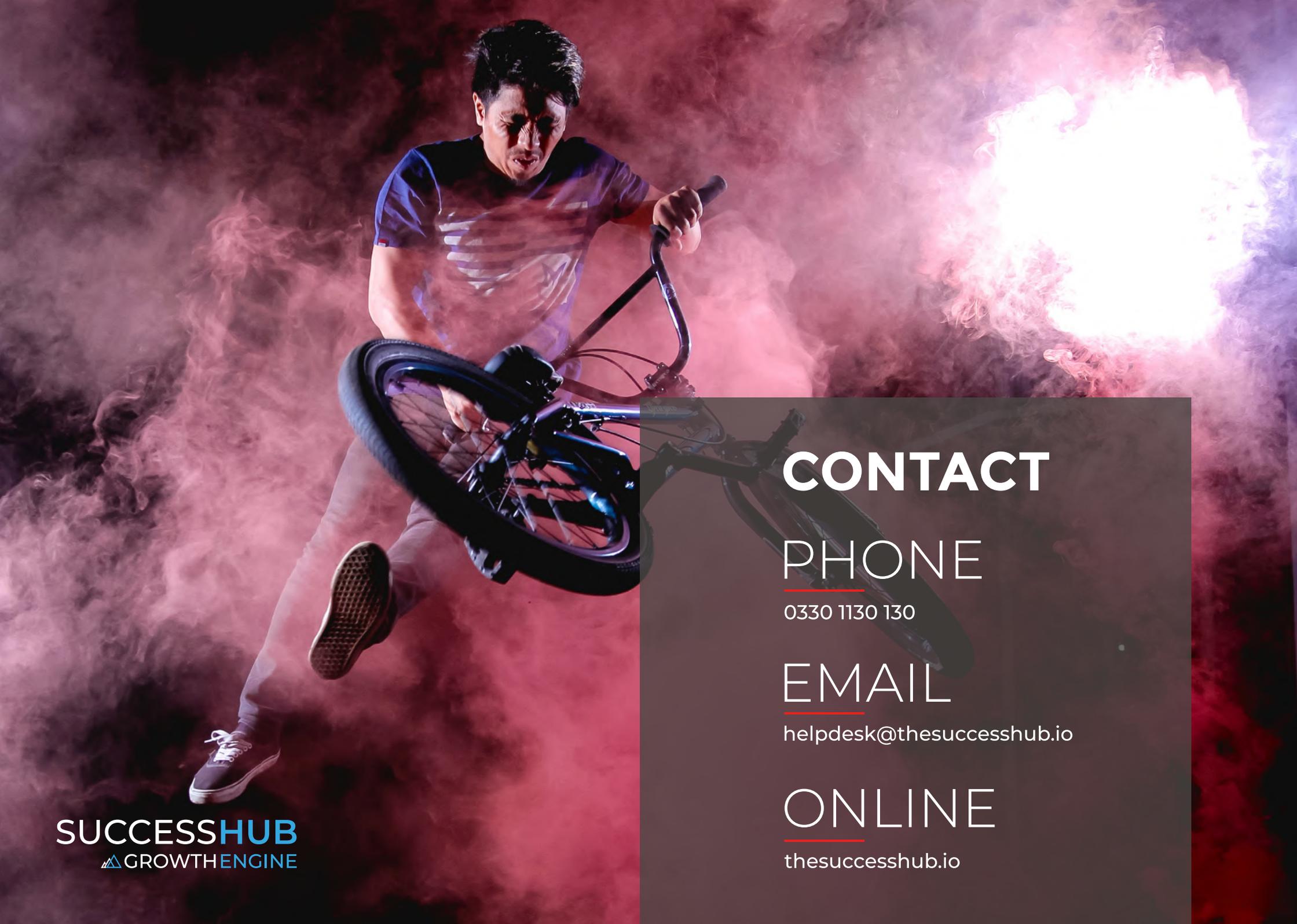
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