



STOCK MARKET REPORT

Marketing Metrics Checklist for Law Firms

SALES FUNNEL	METRICS	ELEMENT(S) TO TRACK
<p>Top of the Funnel (TOFU) - Awareness Stage</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Reach <input type="checkbox"/> Engagement <input type="checkbox"/> Average time on site <input type="checkbox"/> Unique page views <input type="checkbox"/> Bounce rate 	<ul style="list-style-type: none"> <input type="checkbox"/> How many people saw your posts? <input type="checkbox"/> How many people 'liked/shared/ commented' on your posts? <input type="checkbox"/> What's the average duration of a user on your website? <input type="checkbox"/> How many users visited a specific page on your website? <input type="checkbox"/> What percentage of people left after viewing one page?
<p>Middle of the Funnel (MOFU) - Consideration Stage</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Lead conversion rate <input type="checkbox"/> Email open rates <input type="checkbox"/> Cost per lead <input type="checkbox"/> Number of MQLs turning to SQLs 	<ul style="list-style-type: none"> <input type="checkbox"/> What's the percentage of users converting into leads? <input type="checkbox"/> On average, what's the cost per lead acquisition? <input type="checkbox"/> Are you investing in an email marketing strategy? If so, what's the open rate? Is the content relevant to your email list(s)? <input type="checkbox"/> To be more specific, how many leads from the pipeline are turning from MQLs (marketing qualified leads) to SQLs (sales qualified leads)?
<p>Bottom of the Funnel (BOFU) - Conversion Stage</p>	<ul style="list-style-type: none"> <input type="checkbox"/> CAC (customer acquisition cost) <input type="checkbox"/> MROI (marketing return on investment) 	<ul style="list-style-type: none"> <input type="checkbox"/> What's the total amount of money my firm is spending on attracting new customers versus the number of customers gained? <input type="checkbox"/> What's the return on investment from the amount spent on marketing?