

93
features

#02

— Kokopelli

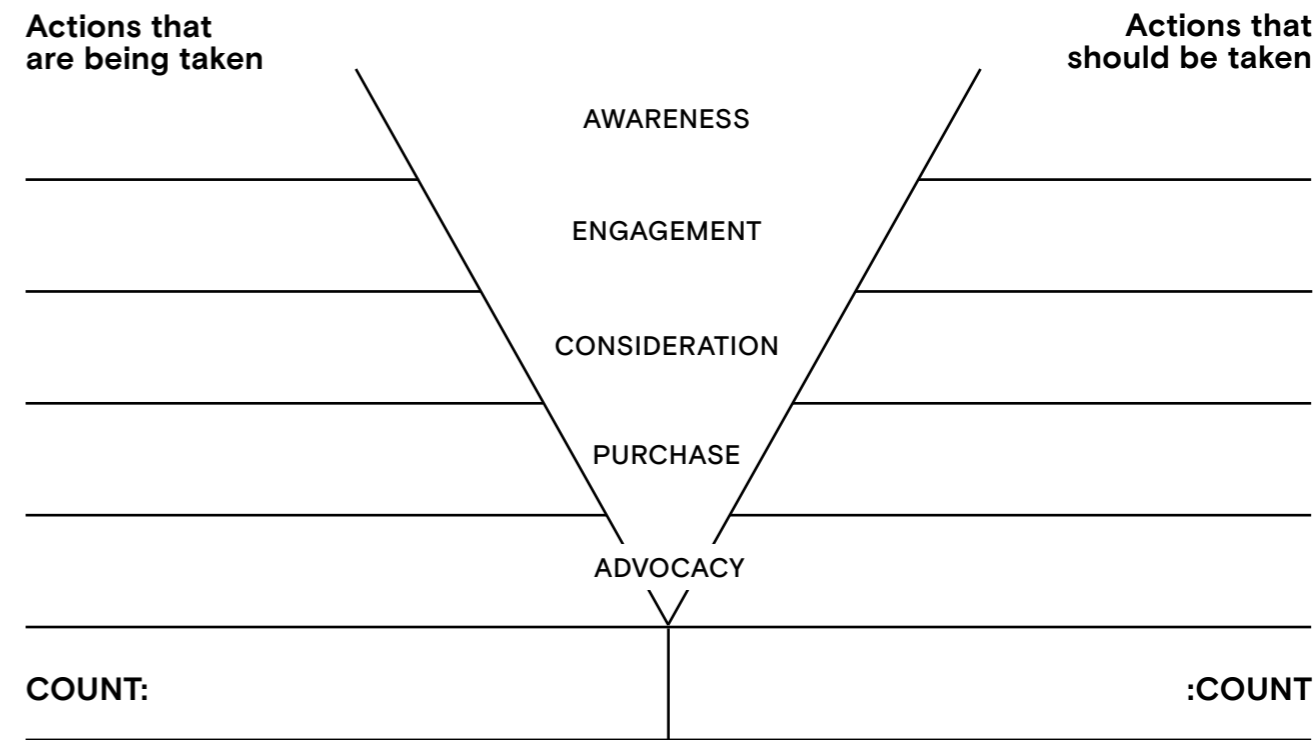
25.01.24

Marketing For Growth

ACTION PLAN

01. Calculate your funnel strength using Step 01 and 02 on this worksheet.
02. Assess the true costs of the actions in your funnel and find any waste.
03. Identify your single greatest opportunity and invest in it (clue... your greatest opportunity is your greatest weakness).
04. Set meaningful KPIs to each action and track them to improve quality.
05. Find out what your clients think of the services you offer.

STEP 01. FUNNEL STRENGTH ANALYSIS



HOW TO USE: PLOT AND RATE YOUR FUNNEL

01. List the marketing actions you are currently applying at each stage of the funnel on the left hand side of the page. The same actions can appear at multiple stages of the funnel.
02. List the marketing actions you should be taking on the right hand side of the page. Again, the same marketing actions can appear at multiple stages of the funnel.
03. Now rate each of the marketing actions you are taking using a star system. If you're applying the action but doing so poorly that it brings no discernible benefit to that stage of the funnel, that equals one star. If you're applying the action with maximum efficiency with no obvious room for improvement at that stage of the funnel, that equals 5 stars.
04. Now flip the page over the fill in the table to calculate your funnel strength.

STEP 02. HOW TO CALCULATE YOUR FUNNEL STRENGTH



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Scan the QR Code.

01. For each stage of the funnel (Awareness through to Advocacy) put the number of actions you identified as being active in your company into the corresponding boxes in the column entitled, Actions.
02. In the next column put the total number of available actions for each stage of the funnel (that's actions that are active plus actions that you should be taking).
03. In the next five columns rate the actions you are taking at each stage of the funnel. Leave boxes blank as necessary.
04. Calculate the action level rating, quality of action rating, and overall quality using the formulas below.
05. And finally, calculate your funnel strength using the formula outlined below...

ACTION LEVEL RATING = (Actions / Total Available Sections) x 5

QUALITY OF ACTION RATING = Sum of Quality Scores / Number of Quality Scores

OVERALL QUALITY = (Action Level Rating + Quality of Action Rating) / 2

FUNNEL STRENGTH = Sum of Overall Quality Scores / 5

	ACTIONS	TOTAL AVAILABLE ACTIONS	QUALITY OF ACTION 01	QUALITY OF ACTION 02	QUALITY OF ACTION 03	QUALITY OF ACTION 04	QUALITY OF ACTION 05	ACTION LEVEL RATING	QUALITY OF ACTION RATING	OVERALL QUALITY
AWARENESS										
ENGAGEMENT										
CONSIDERATION										
PURCHASE										
ADVOCACY										
									TOTAL:	