

Build Your KPI Map

Use this worksheet to map your business goals to trackable KPIs. This will give you clarity on what to focus on and how to monitor your success. Fill in each row based on your current priorities, and revisit it monthly to measure progress and make updates.

Goal	Lead Indicators	Lagging Indicators	Tools to Track
Increase Visibility			
Build Authority			
Grow Conversions			
Nurture Leads			

Key Takeaways

- Measurement is critical to understanding the effectiveness of marketing efforts. Without it, businesses can't determine the ROI of their marketing strategies.

- KPIs are essential metrics that businesses track to measure progress toward specific goals. Selecting relevant KPIs depends on understanding business objectives.

- KPIs should be Specific, Measurable, Achievable, Relevant, and Time-bound (SMART). Choosing the right KPIs ensures that businesses can take actionable steps based on their marketing data.

- Lead indicators show progress toward a goal, while lagging indicators measure the final results. Balancing both types of indicators is essential for a comprehensive understanding of marketing performance.

"In God we trust. All others must bring data."

– W. Edwards Deming