



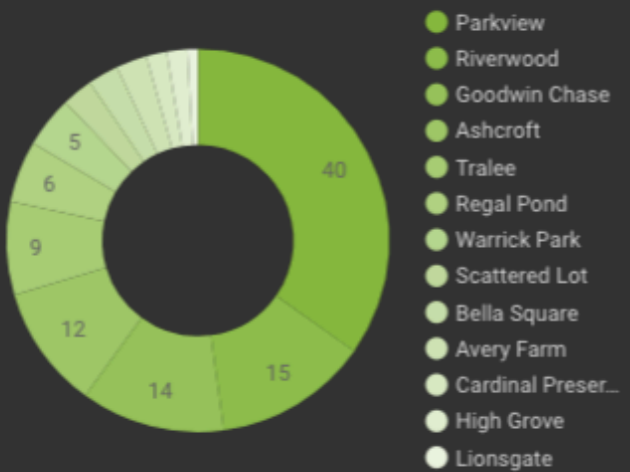
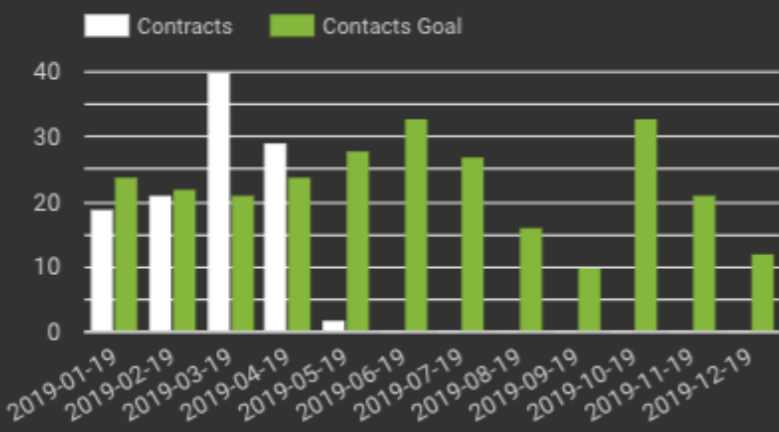


 **admin**  
sales & marketing platform



# Measure What Matters

Luke Mitchell + Amanda Brendle



Sales **115** Closed **116**

Jan 1, 2019 - Dec 31, 2019

### Recent Sales

	NAME	ADDRESS	Contract Date
1.	Goodwin Chase	Lot 11 - 115 N. Oscar Lane	2019-05-01
2.	Riverwood	Lot 6098 - 209 Elway Drive	2019-05-01
3.	Avery Farm	Lot 18 - 127 Haystack Lane	2019-04-29
4.	Warrick Park	Lot 21 - 64 Marywood Drive	2019-04-29
5.	Riverwood	Lot 7061 - 116 N. Kramer Path	2019-04-29
6.	Parkview	Lot 255 - 178 Crawford Parkway	2019-04-27
7.	Parkview	TR49 - 41 Cullen Court	2019-04-26
8.	Parkview	Lot 246 - 126 Crawford Parkway	2019-04-26
9.	Parkview	TR47 - 63 Cullen Court	2019-04-26
10.	Goodwin Chase	Lot 72 - 50 S. Oscar Lane	2019-04-26
11.	Tralee	Lot 603 - 38 Snowy Orchid Lane	2019-04-23
12.	Parkview	TR50 - 25 Cullen Court	2019-04-22
13.	Parkview	TR3 - 48 Cullen Court	2019-04-17
14.	Riverwood	Lot 7052 - 257 Pearson Place	2019-04-17
15.	Parkview	TR7 - 90 Cullen Court	2019-04-16
16.	Ashcroft	Lot 108 - 52 Highmeadow Lane	2019-04-15
17.	Goodwin Chase	Lot 15 - 35 N. Oscar Lane	2019-04-12
18.	Parkview	TR2 - 38 Cullen Court	2019-04-12
19.	Parkview	TR48 - 53 Cullen Court	2019-04-11
20.	Parkview	TR9 - 108 Cullen Court	2019-04-10
21.	Goodwin Chase	Lot 4 - 82 N. Oscar Lane	2019-04-09
22.	Parkview	TR45 - 83 Cullen Court	2019-04-07
23.	Parkview	Lot 237 - 129 Crawford Parkway	2019-04-06
24.	Ashcroft	Lot 49 - 114 Durwin Lane	2019-04-05

Ready: **16** Total "Move In" Homes **40**

	Community	Lot Number	Floor Plan	One27 List
1.	Ashcroft	128	Mitchell	2018-09-30
2.	Regal Pond	M2	Virginia	2018-11-16
3.	Bella Square	27	Denali	2018-11-29
4.	Bella Square	29	Denali	2018-11-29
5.	Regal Pond	2	Virginia	2019-01-20
6.	Regal Pond	5	Georgia	2019-01-20
7.	Goodwin Chase	3	Hogan	2019-02-03
8.	Avery Farm	19	Virginia	2019-03-10
9.	Goodwin Chase	10	Hogan	2019-03-28
10.	Regal Pond	11	Hogan	2019-04-01
11.	Tralee	606	Nicklaus	2019-04-02

1 - 16 / 16

Thirty Days Out: **24**

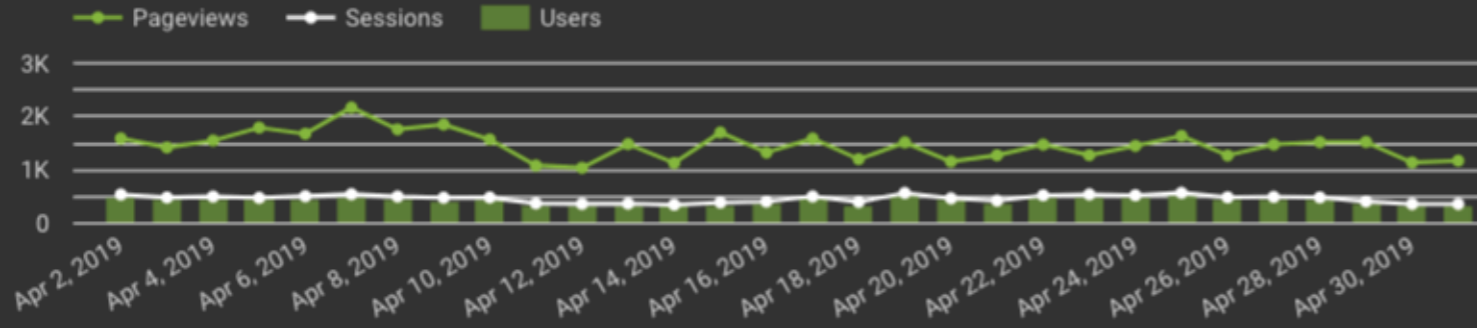
	Community	Lot Number	Floor Plan	One27 List
1.	Ashcroft	50	TBD	-
2.	Ashcroft	118	Lindsey	-
3.	Ashcroft	125	Mitchell	-
4.	Ashcroft	126	Mitchell	-
5.	Badger Pass	7051	Els	-
6.	Badger Pass	7053	Hogan	-
7.	Badger Pass	7056	Els	-
8.	Badger Pass	7068	Palmer	-
9.	Bella Square	38	Denali	-
10.	Bella Square	39	Sequoia	-

1 - 24 / 24

# Funnel Snapshot

Jan 1, 2019 - Dec 31, 2019

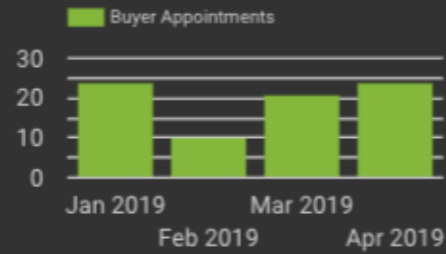
**Pageviews** 43,830 ↑ 121.0%  
**Sessions** 13,906 ↑ 83.7%  
**New Leads** 760 ↑ 498.4%  
**Appointments Set** 91  
**Appointments Held** 68



Page	Pageviews	Avg. Time on P...	Bounce R...
1. search.jaclynsmithproperties.com/results	3,482	00:01:23	22.22%
2. www.jaclynsmithproperties.com/spring	3,356	00:03:21	62.05%
3. www.jaclynsmithproperties.com/	1,942	00:01:26	26.55%
4. www.jaclynsmithproperties.com/goodwinchase	1,604	00:01:21	52.39%
5. search.jaclynsmithproperties.com/tmls/1-2237707/...	1,356	00:05:15	90.66%
6. www.jaclynsmithproperties.com/rent	1,278	00:03:04	55.43%
7. search.jaclynsmithproperties.com/tmls/1-2214699/...	1,156	00:03:50	90.38%
8. www.jaclynsmithproperties.com/parkview-new-homes	978	00:01:35	20.07%
9. search.jaclynsmithproperties.com/search	950	00:01:22	39.42%
... search.jaclynsmithproperties.com/search/results/cl...	852	00:01:54	35.82%

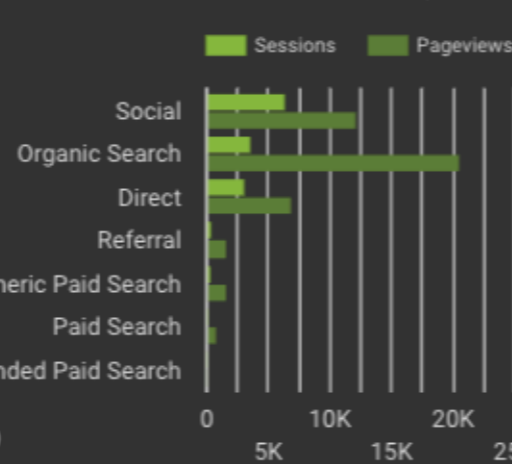
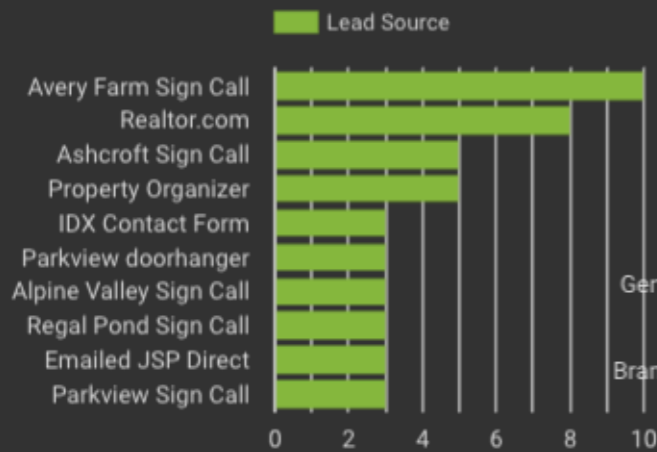
## Buyer Appointments Set

79



## Seller Appointments Set

13



## Device Category / Average Position / Clicks

Query	MOBILE		DESKTOP		TABLET	
	Average P...	Clicks	Average P...	Clicks	Average P...	Clicks
parkview clayton nc	1.98	314	1.95	141	2	15
jaclyn smith properti...	2	80	1.01	147	1.97	8
avery farms clayton ...	1.01	97	1	72	1	6
goodwin chase	1	98	1	66	1	11
cardinal preserve we...	1.06	89	1.39	30	1	8
warrick park clayton ...	1.15	86	1.07	26	1	4
avery farm clayton nc	1	76	1.03	27	1	5

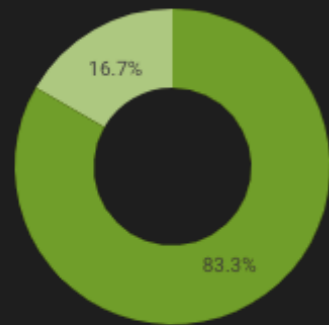
## Retainer Hours

Sales

Starts

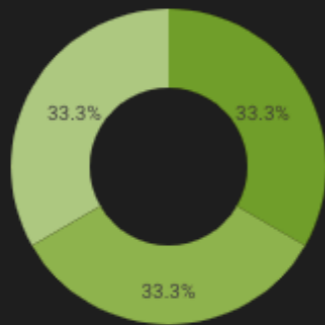
Cancellations

Net



New Clients

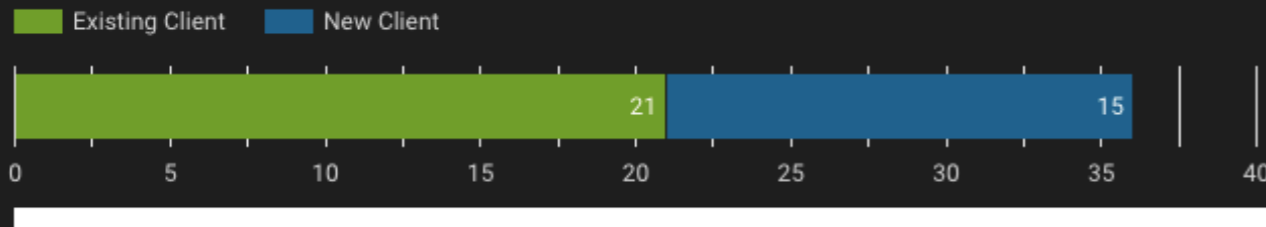
- Organic
- Conference



Existing Clients

- Conference
- Sales Follow-up
- Phone Call

## Number of Existing vs New Client Retainer Starts



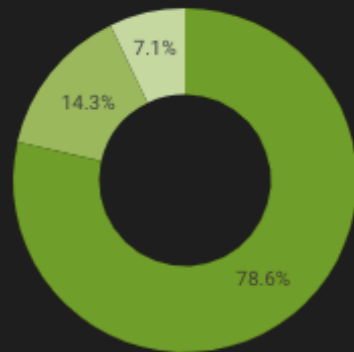
## DaknoAdmin

Sales

Starts

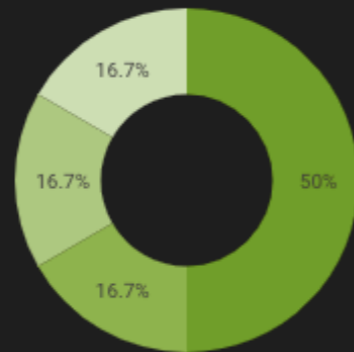
Cancellations

Net



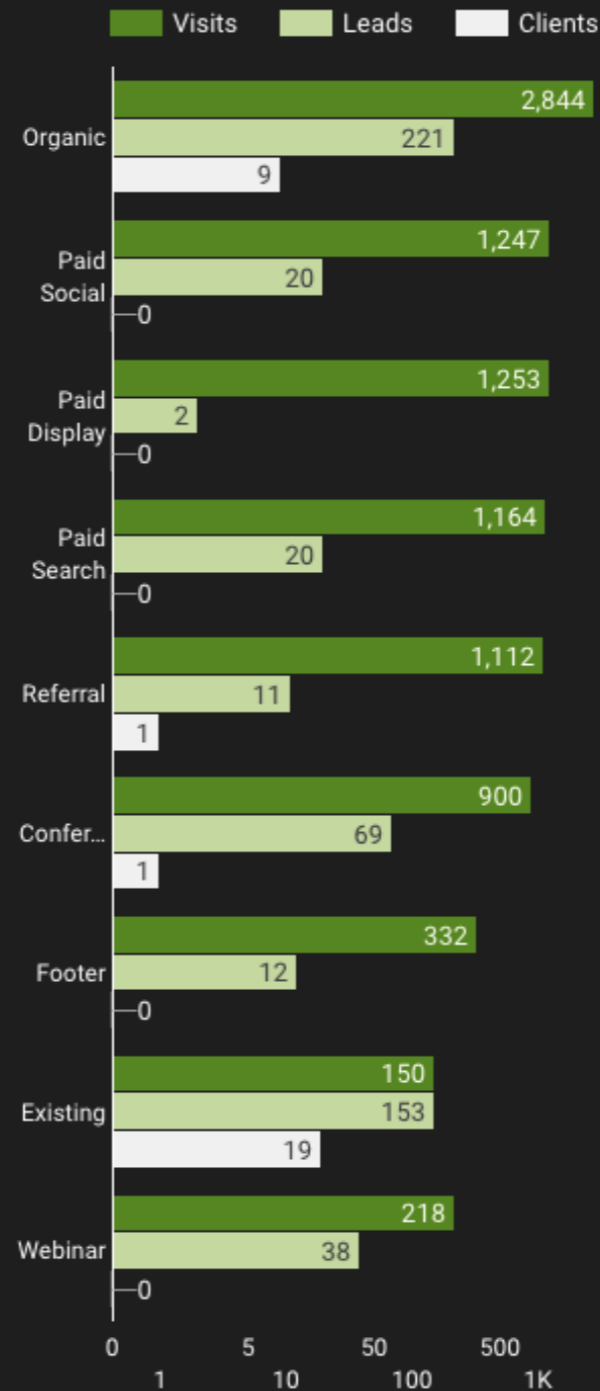
New Clients

- Organic
- Referral
- Conference

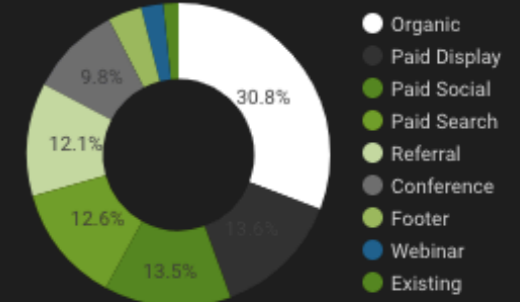


Existing Clients

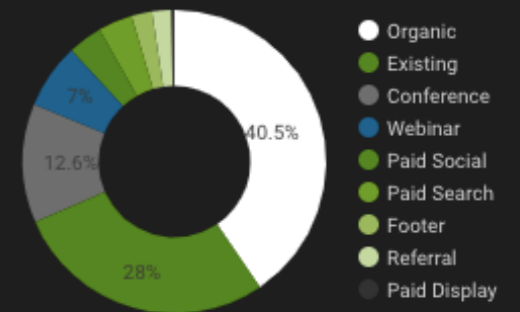
- Sales Follow-up
- Inbound Email
- Phone Call



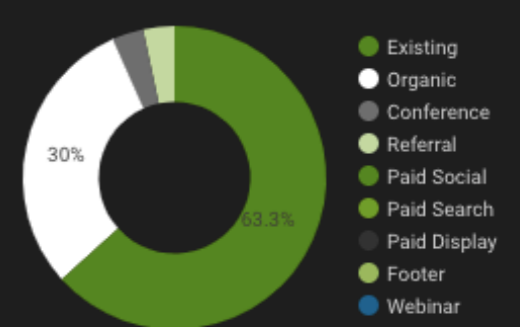
## Visits By Source



## Leads By Source



## Clients By Source

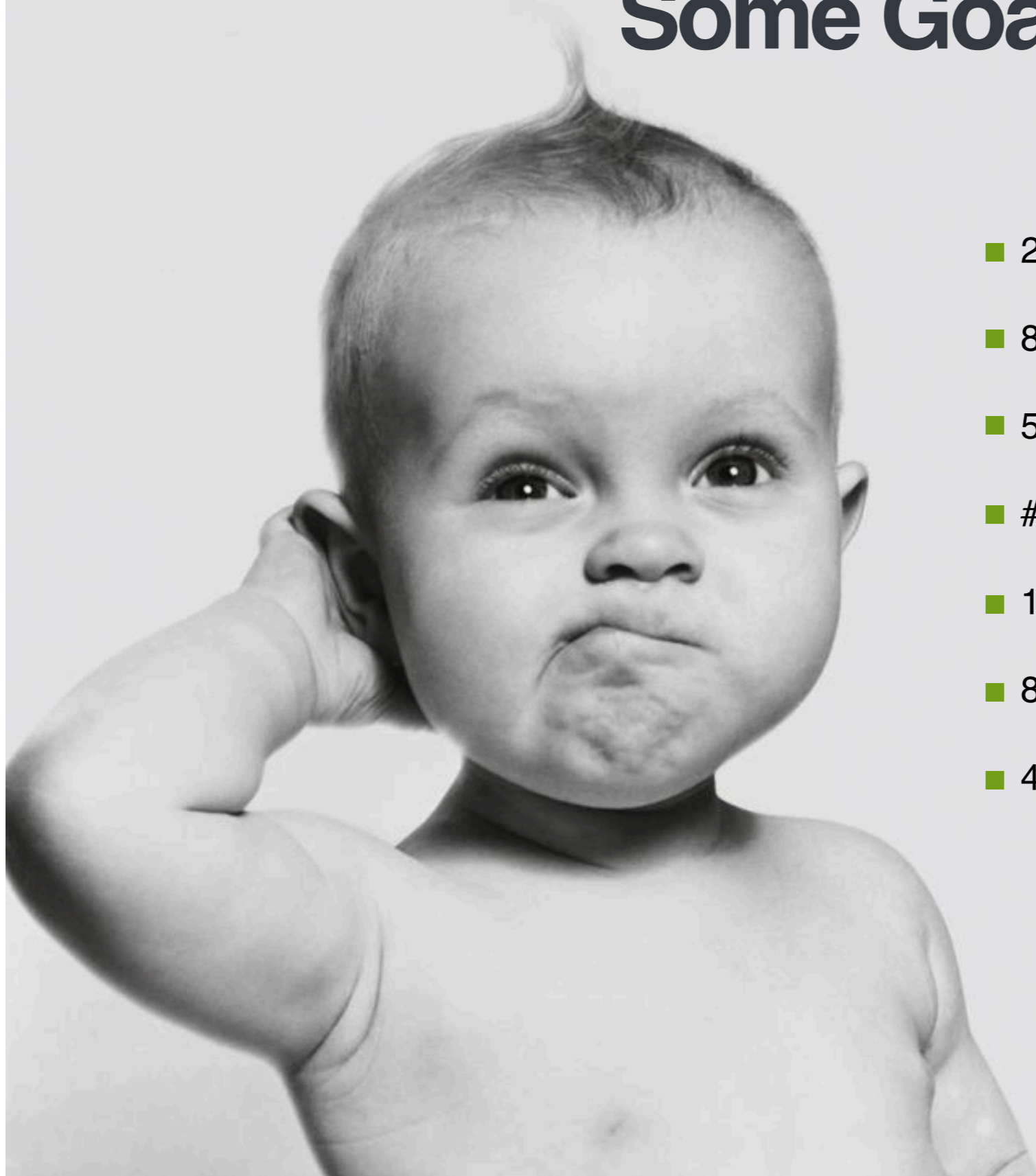


Jan 1, 2019 - Dec 31, 2019

**How many of you have 2019 Goals?**

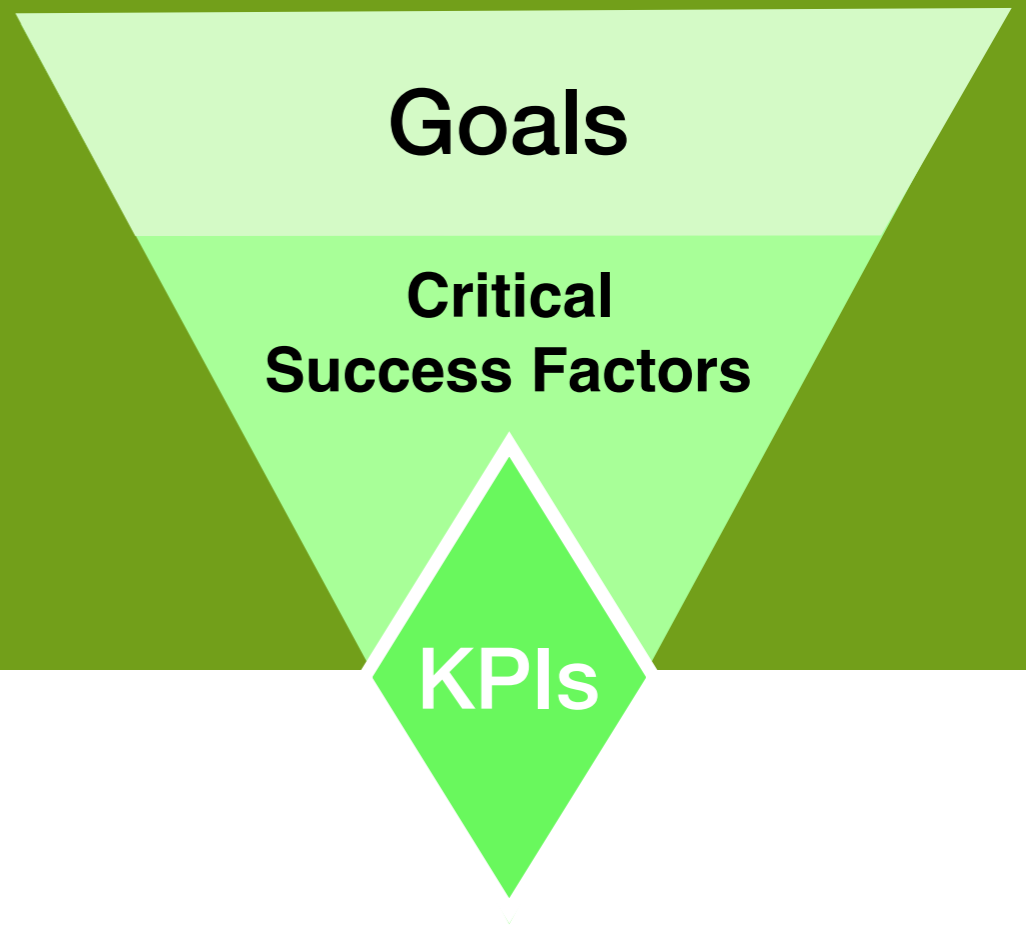
# Some Goals for Thought.

- 200 Transactions
- 800 New Leads
- 500 Visitors to my site per month
- #1 Ranking on Google
- 100 Touches to my database per week
- 80 Clients write me a review
- 400 New Facebook likes



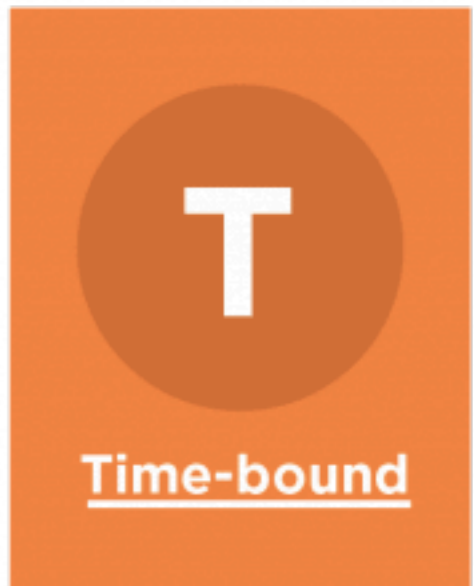
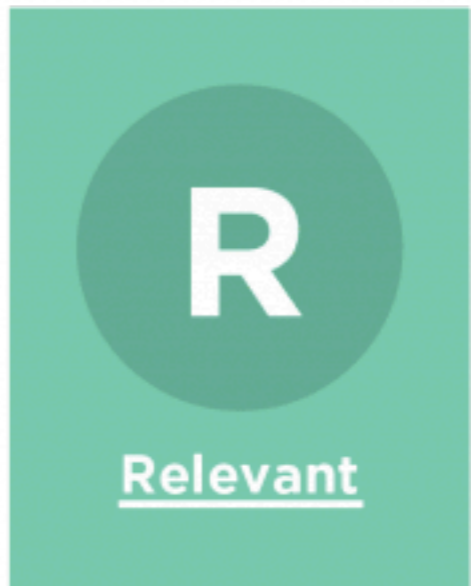


# Step 1: Set Goals



Goal: the object of a person's ambition or effort; an aim or desired result.







**How do you measure your 2019 Goals?**

# Step 2: Establish Critical Success Factors



Critical Factor: a circumstance, fact, or influence that contributes to a result or outcome

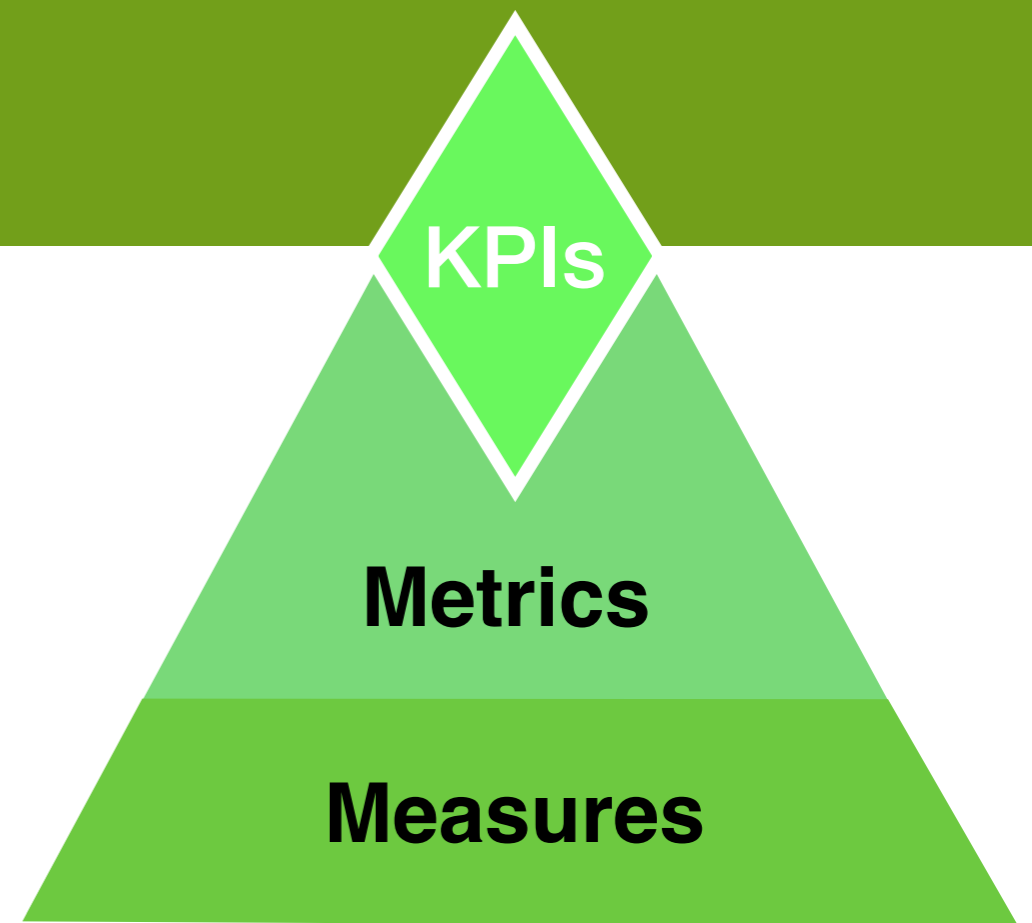
# Step 3: Establish Key Performance Indicators



KPIs: a quantifiable measure used to evaluate the success of an organization, employee, etc. in meeting objectives for performance.

# Step 4: Collect Measures

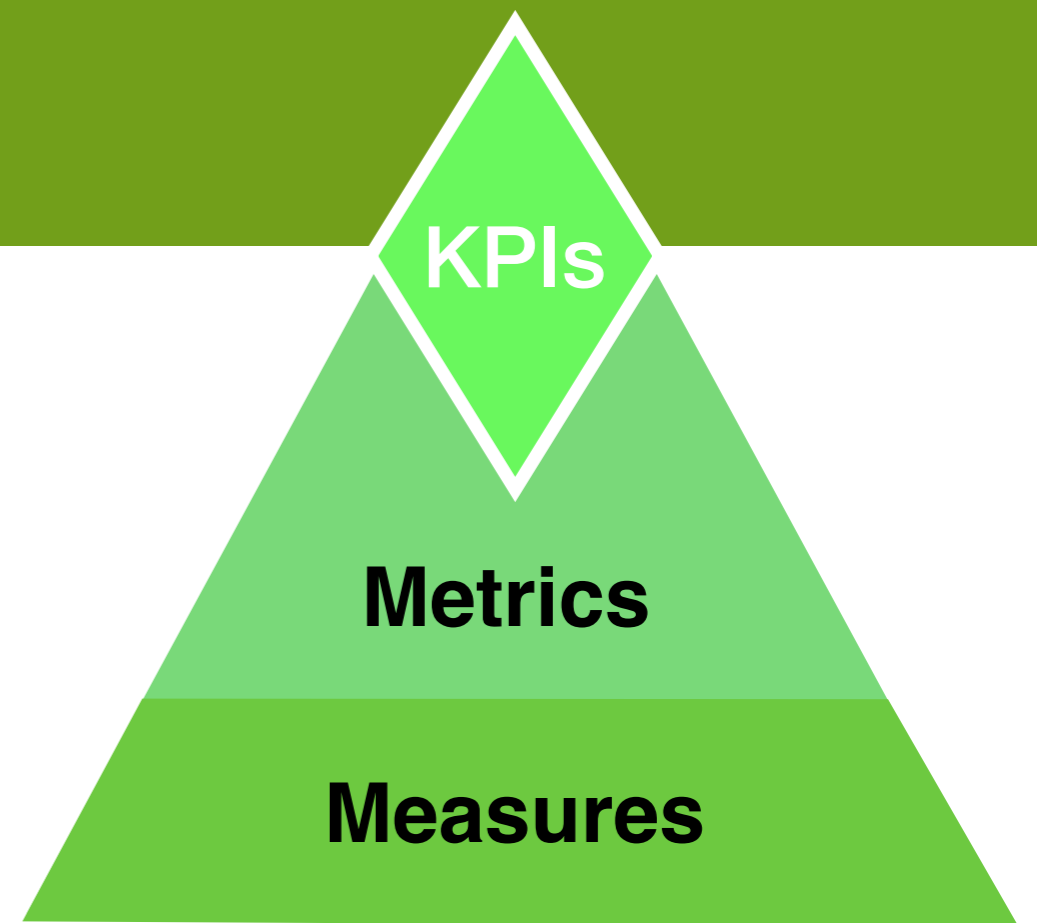
Measures: ascertain the size, amount, or degree of (something) by using an instrument or device marked in standard units





# Step 5: Calculate Metrics from Measures

Metrics: a method of measuring something, or the results obtained from this.



**Where can you find all this data?**



Welcome back, Luke Mitchell!



Your Dashboard

### Team Lead Breakdown



Pursue

16



Encourage

58



Monitor

10574



Qualify

35



New

1

# 811

Converted Leads

# 32 mins

## Your average response time

[About this metric](#)

### Contacts Reached

Email Marketing ..... 4971

BCC ..... 45

Texts via Dakno Messenger ..... 66

Calls via Dakno Messenger ..... 100

**Total Reached** ..... 5052

### Daily Agenda

#### Todos

**Christie Giannetto**

Follow-up.

*Due by end of day*

**Shannon Kyle**

Follow-Up

*Due anytime*

[View All Your Todos](#)

### Calendar Events



Free Schedule!

Leave a message



## Contacts Reached

Email Marketing.....	4971
BCC.....	45
Texts via Dakno Messenger.....	66
Calls via Dakno Messenger.....	100
<b>Total Reached</b>	<b>5052</b>



Google Ads



Google Analytics



**facebook**  
Ads



Google Ads



Google Analytics



**facebook**  
Ads



98304073	03001111	40910490	11001010	98304073	17023130	30700032	32333400
56732149	87484647	68456343	64578956	56732149	73213321	13321672	89355644
0-932476	81261782	25354668	87776886	0-932476	67223154	23154312	57577658
98345656	31115673	93556476	65478516	98345656	31221453	21453201	61111874
00874768	21332167	58647869	55844551	00874768	20113156	18831565	84647812
55647016	22315431	68866874	61494643	55647016	54345874	43577458	61743122
89355647	22145321	84610478	45648964	89355647	98645789	74986457	14532131
65864786	31500065	12617823	98684563	65864786	56877768	74457458	50006565
96880006	6543			96880006	8777		43458749
68748464	4986			68748464	0654		86421315
78126178	1565			78126178	6744		65434587
23156732	8749			23156732	6149		49886845
13321672	7895			13321672	1564		63432535
23154312	76886654	77688665	12617823	23154312	84563432	89649860	46689355
21453201	78516558	47851655	15673213	21453201	53546689	84563432	64765864
13156543	44551614	84455161	32110672	13156543	35564765	53546689	78696886
45874986	94643456	49464345	64564868	45874986	86111187	35564457	68748461
45789568	48916498	64896498	57875867	45789568	48464781	57765861	04781261
77768860	68456343	68456343	88944334	77768860	26178231	11187484	78231567
65478516	25354668	25354668	21010011	65478516	11567321	64781261	32133216
55844551	93556476	93556476	56456475	55844551	33216722	78231115	72213156
06149464	58647869	58647869	61249765	06149464	31543122	67321332	54345874
34564896	68866874	68866874	91093485	34564896	14532131	16727231	98645789
48860845	84610438	84643813	38301010	48860845	50006565	54313314	56833368
34204800	08800814	08800814	0T003482	34204800	T423ST3T	T01S1S3T	08042180
00T40404	28041800	28041800	0TS40102	00T40404	3T243TSS	013ST33S	24342814
2284422T	03220410	03220410	20420412	2284422T	33ST01SS	18S3TJT2	155T3T20
00000000	00000000	00000000	00000000	00000000	00000000	00000000	00000000

OVERLOAD

**Referrals/Word of Mouth**

**Social Media**

**Organic Website Traffic**

**Paid Website Traffic**

**Cold-calling**



## **Referrals/Word of Mouth:**

*How many times am I reaching out to my SOI? Writing cards, making calls, pop-bys, client appreciation events...*

## **Social Media:**

*How often am I posting (making sure it is good, valuable content)? How much am I engaging with others?*

## **Organic Website Traffic:**

*How many Visitors to my site?*

## **Paid Website Traffic:**

*How many views on my ads? Clicks on my ads?*

## **Cold-calling:**

*How many phone calls am I making per day/month?*

***50 Phone calls***

***→ 5 Listing Appointments***

***→ 3 Listing Agreements***

***→ 2 Closed Transactions***

**WORK SMART  
HUSTLE HARD**

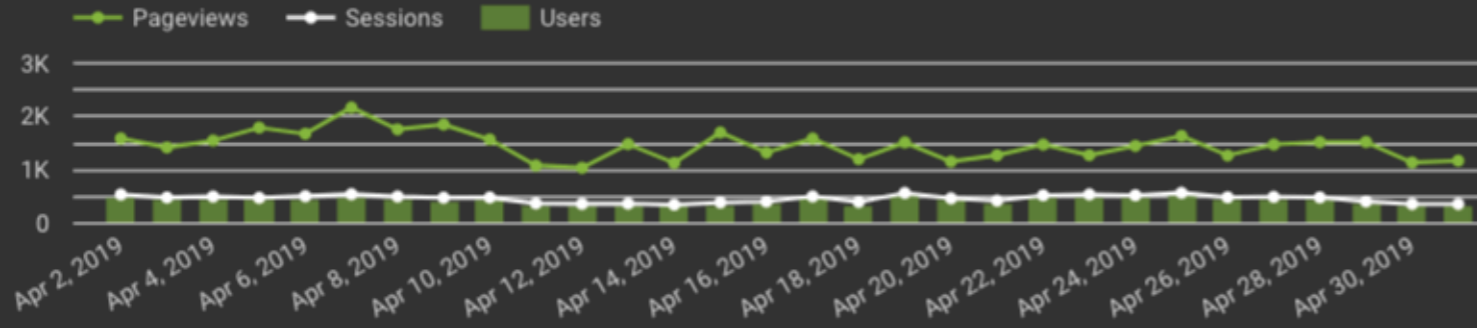


Google Data Studio

# Funnel Snapshot

Jan 1, 2019 - Dec 31, 2019

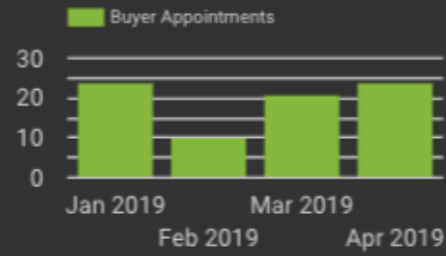
**Pageviews** 43,830 ↑ 121.0%  
**Sessions** 13,906 ↑ 83.7%  
**New Leads** 760 ↑ 498.4%  
**Appointments Set** 91  
**Appointments Held** 68



Page	Pageviews	Avg. Time on P...	Bounce R...
1. search.jaclynsmithproperties.com/results	3,482	00:01:23	22.22%
2. www.jaclynsmithproperties.com/spring	3,356	00:03:21	62.05%
3. www.jaclynsmithproperties.com/	1,942	00:01:26	26.55%
4. www.jaclynsmithproperties.com/goodwinchase	1,604	00:01:21	52.39%
5. search.jaclynsmithproperties.com/tmls/1-2237707/...	1,356	00:05:15	90.66%
6. www.jaclynsmithproperties.com/rent	1,278	00:03:04	55.43%
7. search.jaclynsmithproperties.com/tmls/1-2214699/...	1,156	00:03:50	90.38%
8. www.jaclynsmithproperties.com/parkview-new-homes	978	00:01:35	20.07%
9. search.jaclynsmithproperties.com/search	950	00:01:22	39.42%
... search.jaclynsmithproperties.com/search/results/cl...	852	00:01:54	35.82%

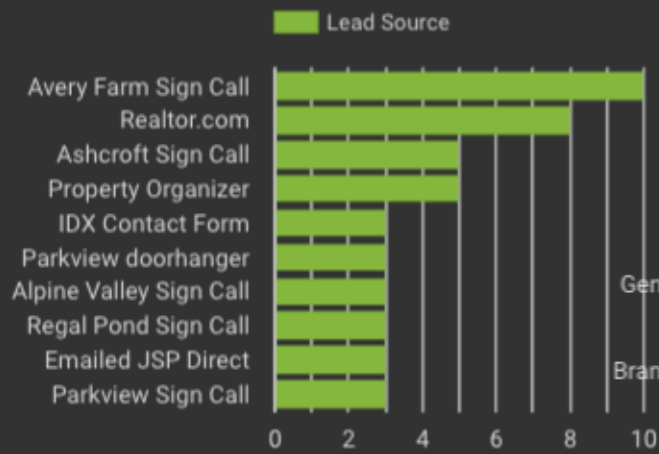
## Buyer Appointments Set

79



## Seller Appointments Set

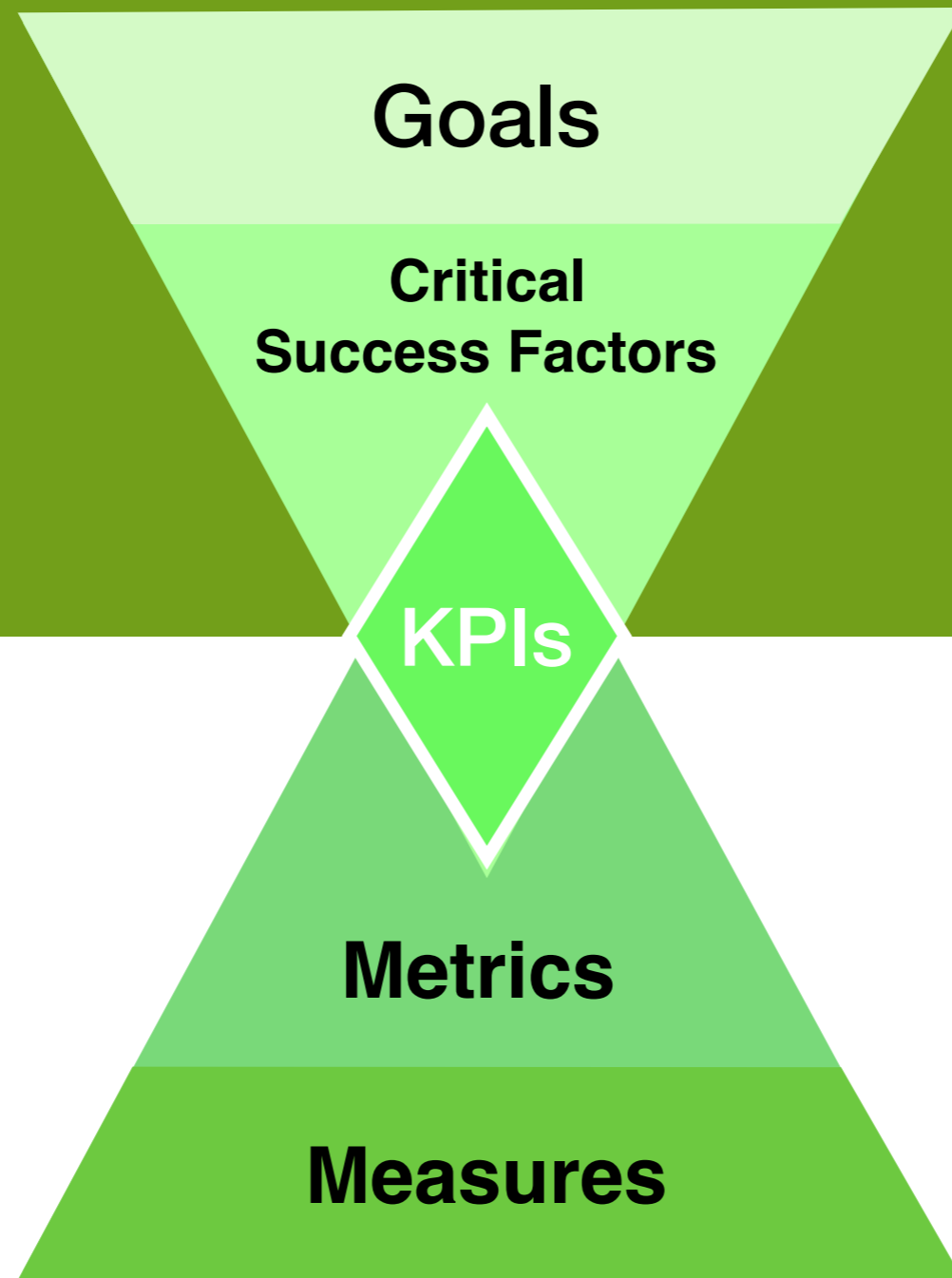
13



## Device Category / Average Position / Clicks

Query	MOBILE		DESKTOP		TABLET	
	Average P...	Clicks	Average P...	Clicks	Average P...	Clicks
parkview clayton nc	1.98	314	1.95	141	2	15
jaclyn smith properti...	2	80	1.01	147	1.97	8
avery farms clayton ...	1.01	97	1	72	1	6
goodwin chase	1	98	1	66	1	11
cardinal preserve we...	1.06	89	1.39	30	1	8
warrick park clayton ...	1.15	86	1.07	26	1	4
avery farm clayton nc	1	76	1.03	27	1	5

# What does this mean to you?



**How do I achieve my 2019 Goals?**







**Yes. We are busy.**



**What is your Marketing Strategy?**



Thank you for attending

# REBootCamp NORTH CAROLINA

presented by  **dakno**  
real estate marketing