|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | Company | |  |
|  |  | **Data for month/year** | |  |
| Sources of lead generation | **Average cost per month** | **Leads generated this month** | | **Lead fit/quality rating** (1 = poor, 5 = excellent) |
| Corporate website |  |  | |  |
| Telesales/cold calling |  |  | |  |
| PPC campaigns |  |  | |  |
| Word of mouth/referral |  |  | |  |
| Direct mail campaigns |  |  | |  |
| Email marketing campaigns |  |  | |  |
| Door-to-door |  |  | |  |
| Lunch and learn |  |  | |  |
| Trade shows/local associations |  |  | |  |
| Social media |  |  | |  |
| Print ads |  |  | |  |
| Community outreach |  |  | |  |
| Sponsorships |  |  | |  |
| Other 1: *describe* |  |  | |  |
| Other 2: *describe* |  |  | |  |
| Other 3: *describe* |  |  | |  |
| Other 4: *describe* |  |  | |  |
| How many leads converted into opportunity? | |  | |
| How frequently are you following up with high- or hot interest leads? | |  | |
| How many new customers signed up this month? | | \_\_\_ project | \_\_\_ managed services |
| How many closed lost leads this month? | |  | |