

12 MONTHS LEAD GENERATION RESULTS

GOAL: Number of New Leads in Next 12 Months _____

Lead Generation Methods Budget	Leads Required												True Cost	No. of Leads	Numbers of New Customers	Cost/New Customer	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec					
1. Banner Ads	\$																
2. BillBoard	\$																
3. Bus Bench	\$																
4. Business Cards	\$																
5. Business Sign	\$																
6. Direct Mail	\$																
7. Door Hangers	\$																
8. Emails	\$																
9. Flyer	\$																
10. Landing Page	\$																
11. Leads Club	\$																
12. Letters	\$																
13. Newsletter	\$																
14. Online Ads	\$																
15. Open House	\$																
16. Paid Search	\$																
17. Postcards	\$																
18. Print Ads	\$																
19. Radio Ad	\$																
20. Referrals	\$																
21. Satisfaction Survey	\$																
22. Second Opinions	\$																
23. Seminars	\$																
24. Social Media	\$																
25. Trade Show	\$																
26. Truck Signs	\$																
27. TV Ad	\$																
28. Yard Sign	\$																

Total Annual Budget \$ _____

TOTAL COST \$ _____

TOTAL NUMBER OF NEW CUSTOMERS _____