Marketing Metrics Checklist for Law Firms

SALES FUNNEL	METRICS	ELEMENT(S) TO TRACK
Top of the Funnel (TOFU) – Awareness Stage	☐ Reach	☐ How many people saw your posts?
	☐ Engagement	☐ How many people 'liked/shared/ commented' on your posts?
	☐ Average time on site	☐ What's the average duration of a user on your website?
	☐ Unique page views	☐ How many users visited a specific page on your website?
	☐ Bounce rate	☐ What percentage of people left after viewing one page?
Middle of the Funnel (MOFU) – Consideration Stage	☐ Lead conversion rate	☐ What's the percentage of users converting into leads?
	☐ Email open rates	☐ On average, what's the cost per lead acquisition?
	☐ Cost per lead	☐ Are you investing in an email marketing strategy? If so, what's the open rate? Is the content relevant to your email list(s)?
	☐ Number of MQLs turning to SQLs	☐ To be more specific, how many leads from the pipeline are turning from MQLs (marketing qualified leads) to SQLs (sales qualified leads)?
Bottom of the Funnel (BOFU) – Conversion Stage	☐ CAC (customer acquisition cost)	☐ What's the total amount of money my firm is spending on attracting new customers versus the number of customers gained?
	☐ MROI (marketing return on investment)	☐ What's the return on investment from the amount spent on marketing?