

Marketing Metrics Scorecard

	You	Industry Standard
SOCIAL MEDIA		
# of Posts		
LinkedIn		1-2 times per day
Instagram		3-5 times per week
Facebook		1-2 times per day
# of Followers		
LinkedIn		At least 500; 1,000-5,000 followers to optimize your profile
Audience Growth Rate		
Instagram		3.78%
Facebook		2.4%
Engagement Rate		
LinkedIn		1.28%
Instagram		1.68%
Facebook		0.86%
EMAIL MARKETING		
Open Rate		41.4%
Click-Through Rate		4.9%
Unsubscribe Rate		0.29%
WEBSITE ANALYTICS		
Monthly Traffic		217
Bounce Rate		68.10%
Time on Site		1 minute 22 seconds
Pages per Visit		1.92
CLIENT ACQUISITION		
Leads Generated		2.5 leads per month
Client Acquisition Cost		\$2,000 - \$4,000+ per client
Return on Investment		5:1