

KEY PERFORMANCE INDICATOR (KPI) PLANNER

Name:

Department:

Stuck? Check out the bottom of each question for an example from our Digital Marketing Specialist, Mitch, if you're having trouble!

1) What is the main purpose of your specific job? Explain how it aligns with your company mission.



The main purpose of my job is to build a robust library of user-generated content, and maintain growth through our advocacy program. Example: case studies and testimonials.
Our mission as a company is to make businesses more successful by leveraging data and visualizations. I share the successful customer voice in a strong attempt to attract new customers in similar situations.

2) Car dashboards display your most essential gauges when driving. Think of your car dashboard like your Key Performance Indicators (KPIs).

What are the 3 most important quantifiable things you should keep track of in your day-to-day work? For each of these provide a quantifiable goal within a specified timeframe.

1.

2.

3.

These are your KPIs.



30 new customer quotes per quarter, 5 new guest blogs per quarter, 90 referral trials per quarter

3) How are your KPIs aligned with your goals? Describe how your KPIs are actionable and attainable.



All of these KPIs measure whether or not I am building up my robust library of case studies and testimonials, while maintaining the growth of the advocacy program through referrals.

4) Where does the data to track your KPIs come from?

For example: Google Analytics, Excel spreadsheet, Salesforce, etc.



My data comes from Google Docs and Marketo.

5) From the data sources listed above, can you think of any other relevant KPIs you can track? List them and provide a quantifiable goal for each.



Yes.
15 referral trial wins per quarter
30 new logos for our website per quarter

6) Now that you have defined your KPIs, what would be the best way to share them with the people who care about your team's performance? List each person that cares and the best way to present your KPIs to them. For example: TV screen, spreadsheet, email report, log-in to a website, verbally in a meeting, mobile device, social media, etc.



The Director of Marketing cares. I would use weekly automated dashboard snapshots via email. I would also display my dashboard on the marketing team TV so the team as a whole can stay up-to-date.

7) If you could define and share your KPIs with the people who care right now, describe how this would change your relationship with them and your day-to-day work ethic.



Overall, It would avoid a lot of confusion, allowing me to let me know if I am on track towards reaching my goals. I would also feel at ease, knowing my boss understands my progress without having to guess or jump to conclusions.
