

MARKETING KPIs KEY PERFORMANCE INDICATORS

All Real Estate Professionals should be tracking the following Marketing Key Performance Indicators monthly. When the results do not meet the benchmarks set, something needs to change in the way marketing is conducted.

- Number of direct mail pieces sent
- Number of responses to direct mail
- Number of emails sent
- Number of responses to emails
- Number of appointments set
- Number of sales from appointments
- ROI of direct mail campaign

ROI on internet campaign

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