

# Is Rain In The Forecast?

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When Building Marketing Strategies

The Best Predictor of  
Future Behavior is  
*Relevant* Past  
Performance

# What Is Your Favorite Buzzword?

- ▶ Data-Driven Business
- ▶ Predictive Analytics
- ▶ Business Intelligence
- ▶ Key Performance Indicators
- ▶ Decoding Business Data
- ▶ Business Metrics

**The Devil Is In The Data**

# We Are Not Going To Talk About...

*but we might mention them in passing*

## Google Analytics

- ▶ # of Visits
- ▶ Time On Site
- ▶ Bounce Rate

## Social Media Metrics

- ▶ Likes
- ▶ Click-throughs

Blah, blah, blah.....

# Advertising ROI and/or Evaluating Opportunities

- ▶ cost per lead
- ▶ cost per new case
- ▶ advertising ROI—response ratio

# In DSS - Content

## Primary Content Metrics

- ▶ Volume of new/modified content
- ▶ Top content overall (visits; time on page)
- ▶ Top new content
- ▶ Blog comments

# In DSS - Offers

- ▶ # of responses to offers/ads
- ▶ Geographic location of respondents to offers/ads
- ▶ Source of offers and contacts
- ▶ Campaign opens/clicks

# In DSS - Conversions

- ▶ # of case contacts (forms, calls, chats)
- ▶ Contacts page location (page on website)
- ▶ # of unqualified or outside of practice area contacts
- ▶ Geographic location of potential clients



# In Case Management System

*but migrating to DSS*

- ▶ # potential case contacts (forms, calls, chats)
- ▶ Staff member who investigated the potential case
- ▶ Investigator close rate - batting average
- ▶ Case 'grade' - does it meet our case criteria
- ▶ # rejected/accepted/associated/referred
- ▶ # scheduled vs # signed
- ▶ Time from call to sign
- ▶ Geographic location of potential clients
- ▶ Geographic location of new clients