

# MARKETING SCORECARD

## EMAIL MARKETING

	YOU	AVERAGE ADVISOR	AVERAGE GROUP OF ADVISORS
Marketing Emails Sent Per Month		1 - 2	2 - 4
Email Contacts		489	1,415
Open Rate		27.6%	24.3%
Click Rate		3.8%	3.2%

## WEBSITE TRAFFIC

Monthly Sessions	282.8	556.7
Pages per Session	1.9	2.3
Traffic from Social Media	47.5	82.0

## LINKEDIN

Total Connections (Per Advisor)	1,365	1,322
Profile Views (Last 90 Days)	54	40
Average Article Views (Per Advisor)	14	11
Groups (Per Advisor)	24	20

## FACEBOOK

Page Fans	200	800
Average Views per Post (Unpaid)	20	30

## TWITTER

Followers	100	500
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## SOCIAL MEDIA POSTS PER MONTH

12	30
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