

Marketing Department SOP: KPIs and Expectations

Key Performance Indicators (KPIs)

Ad Creatives Production:

- Each marketing executive must produce 5 new ad styles and 10 ad variations daily.
- This is in addition to any required replacement ads.

Lead Generation Targets:

- Daily leads per advisor: 25
- Total leads for 30 advisors: 5250 per day.

Cost Per Lead (CPL):

- Target CPL: £8.90 (average per month, changes every month).
- Max CPL for Facebook: £7
- Max CPL for Youtube: £15
- Max CPL for TikTok: £10
- Max CPL for Google: £12

Cost Per Appointment (CPA):

- Target CPC: £28.10 (average per month, changes every month).

The 24-Hour Rule

- If a task can be done within 24 hours, it must be done within 24 hours.
- Speed is a priority in the marketing department—fast is better than slow.

Daily Innovation Meeting

Time: 4:00 PM

Purpose:

- Foster creativity and collaboration.
- Encourage team members to share ideas on:
 - New ad designs.
 - Website features.
 - Innovative reporting methods.
- No idea is a bad idea. Every suggestion helps fuel collective growth.
- Marketing is all about attracting new customers any which way we can do that. We all need to think outside of the box

Outcome: Ideas shared during this session are critical for the marketing department's evolution and success.

Voting System: The best ideas must win. New ideas go to vote majority rules.

Expectations and Influences

Team Collaboration

- Marketing is a team effort.
- Your ideas will inspire others and lead to impactful innovations.

Accountability

- Responsibility for results: Each team member is accountable for meeting their daily and weekly targets.

Commitment to Excellence

- Every ad, lead, and appointment is a step toward achieving company-wide goals.
- Quality and quantity are equally important.

Facebook Ads Management SOP

Daily Facebook Ads Management

1. Check Daily CPL Performance

Target CPL: £8.90

- Below £6 CPL: Good performance; no action needed.
- Above £6 CPL:
 - £7-9 CPL: Mark as "Watch" in the Google Sheet and reassess in 1-3 days.
 - £10+ CPL: Investigate further (see Step 2).

2. Investigate Ads Over Target CPL

Check 72 Hours Average CPL:

- 7-10 CPL : Treat as a short-term fluctuation. Leave the ad running and reassess the next day.
- 10+ CPL : Flag as "Watch to Kill." Reassess in 2-3 days or after the weekend.
- 15+ CPL : Kill ad

3. Consider Historical Performance:

- Consistent 5-6 CPL previously, but 10+ CPL for 3-4 days:
 - Allow up to 3 days for stabilization.
 - Kill the ad if there's no improvement by the end of the period.
- No history of hitting target CPL:
 - Kill after 2-3 days, especially if the budget is high (£25+).

4. Weekend Consideration

- If an ad worsens midweek but performed well on the weekend:
 - Mark "Watch to Kill" and let it run through the weekend.
- Reassess after the weekend:
 - Improves to target CPL: Keep running and monitor.
 - Continues poor performance: Kill the ad on Monday.

5. Notes in Google Sheet

- Leave specific, actionable notes for each ad, such as:
 - “1-day watch” — Recheck tomorrow.
 - “3-day watch” — Reassess in 3 days.
 - “Watch to Kill after Weekend” — Monitor through the weekend or 2-3 days with a strong likelihood to pause.
- Update notes daily to reflect the current status and next action steps.

Weekly Facebook Ads Review

SOP

1. Review Weekly Average CPL

- £5-6 range: No action needed.
- £7+ average over the week: Add to "Watch" list for closer monitoring in the next week.
- £10+ average: Prepare to kill unless supported by strong weekend performance.

2. Identify Trends

- Look for specific trends such as:
 - Certain days (e.g., weekdays) showing consistently worse performance.
 - CPL spikes after budget increases, indicating potential for adjustments.

Rules of Thumb

1. **CPL is King:** Prioritize CPL as the main metric. Low lead volume is acceptable if CPL remains within range.
2. **Weekend Leeway:** Allow poor-performing ads a chance to recover over the weekend if they've historically performed well.
3. **Quick Action for High Budgets:** Higher budgets demand quicker responses to underperformance.
4. **Kill Ads Without Proven Results:** Ads with no history of achieving the target CPL (£5-6) should be killed sooner.

Marketing Team Members Schedules

All of these schedules should be reflected on the Google Calendar to ensure alignment with priorities

Head of Marketing Daily Schedule

10:00 AM - 12:00 PM: Administrative Oversight & Planning

- Manage lead distributions and reply to comments, emails, and CRM messages.
- Plan the day's priorities and objectives for the marketing team.
- Review and approve decisions to scale or discontinue ads.

12:00 PM - 3:00 PM: Ad Management & Optimisation

- Oversee and finalise decisions for ad uploads.
- Refine and tweak existing ads as needed to improve performance.
- Assist with new ad creation if required before the dedicated ad creation period.
- Provide support for ad uploads.
- Approve ad tracking checklists to ensure accuracy and compliance.

3:00 PM - 4:00 PM: Lunch Break

4:00 PM - 5:00 PM: Innovation Hour

- Brainstorm fresh ideas for ads, marketing campaigns, or other growth initiatives.
- Focus on actionable strategies that can be implemented immediately.
- Assign tasks, delegate responsibilities, and set deadlines to bring ideas to fruition.

5:00 PM - 7:00 PM: Ad Creation

- Dedicate time to creating 10 new ads for the bank, ensuring they align with overall marketing goals and brand strategy

Marketing Executive Daily Schedule

10:00 AM - 1:00 PM: Performance Analysis & Optimization

- Review and analyse ad performance reports.
- Make decisions to scale or discontinue ads based on performance metrics.

1:00 PM - 3:00 PM: Ad Management

- Strategize and finalise decisions for new ad uploads.
- Adjust and refine existing ads as needed.
- Create new ads, if required, before the dedicated ad creation period.
- Ensure all uploaded ads meet quality standards and complete the ad tracking checklist.

3:00 PM - 4:00 PM: Lunch Break

4:00 PM - 5:00 PM: Innovation & Implementation

- Brainstorm new ideas for ads or other marketing initiatives, focusing on actionable strategies.
- Implement innovative ideas by delegating tasks, assigning responsibilities, and setting deadlines.

5:00 PM - 7:00 PM: Ad Creation and Finalization

- Finalise and upload remaining ads as needed.
- Dedicate time to creating 10 new ads for the bank, ensuring they align with campaign goals and branding.

Web Designer and Digital Marketing Associate

10:00 AM - 1:00 PM: Performance Analysis & Optimization

- Review and analyse ad performance reports.
- Make decisions to scale or discontinue ads based on performance metrics.

1:00 PM - 3:00 PM: Ad Management

- Strategize and finalise decisions for new ad uploads.
- Adjust and refine existing ads as needed.
- Create new ads, if required, before the dedicated ad creation period.
- Ensure all uploaded ads meet quality standards and complete the ad tracking checklist.

3:00 PM - 4:00 PM: Lunch Break

4:00 PM - 5:00 PM: Innovation & Implementation

- Brainstorm new ideas for ads or other marketing initiatives, focusing on actionable strategies.
- Implement innovative ideas by delegating tasks, assigning responsibilities, and setting deadlines.

5:00 PM - 7:00 PM: Ad Creation and Finalization

- Finalise and upload remaining ads as needed.
- Dedicate time to creating 10 new ads for the bank, ensuring they align with campaign goals and branding.

Data Specialist Daily Schedule

10:00 AM - 12:00 PM: Retention and Reporting

- Update and maintain retention workbooks.
- Prepare suitability letters and generate reports.
- Monitor emails for cancellations or lapses, addressing issues promptly.
- Monday-Specific Tasks: Complete Shepherds and Cirencester Report and CPA Report.
- Wednesday-Specific Tasks: Complete Shepherds Report.

12:00 PM - 3:00 PM: Strategic Enhancements

- Focus on tasks and initiatives that drive the business forward.
- Develop and implement strategies to improve operations, efficiency, and growth.

3:00 PM - 4:00 PM: Lunch Break

4:00 PM - 5:00 PM: Innovation Hour

- Brainstorm and develop ideas for ads, marketing, or website improvements.
- Focus on actionable tasks that can be implemented immediately for quick impact.

5:00 PM - 7:00 PM: Business Enhancements and Implementation

- Continue working on projects that enhance business growth.
- Execute and implement strategies to achieve key objectives.

