

DIY Measurement Plan

This service provides a clear, actionable roadmap for clients to measure the success of their marketing efforts. It's a perfect lead-in to a full-service analytics engagement if they later decide they want us to implement the plan for them.



Kick-off Call

A 60-minute session to define business objectives and key performance questions.



Custom Measurement Workbook

A branded workbook that guides the client through defining their own KPIs and metrics.



Review Session

A 90-minute call to review the completed workbook, provide feedback, and create a final measurement plan.



Final Deliverables

A comprehensive PDF outlining the client's business objectives, key metrics, data sources, and a simple dashboard wireframe.

 **Typical Timeline:** 2-3 weeks.

Ideal For: Clients with some in-house marketing or analytics knowledge who need a structured plan but not full-service execution.