

A bald man with a full grey beard and mustache, smiling, wearing a black polo shirt.

SALES & MARKETING KPI'S

**THAT CAN MAKE OR BREAK YOUR
RESTORATION BUSINESS**

PRESENTED BY
**CLINTON JAMES
& CHRIS NORDYKE**

FLOOD(LIGHT)
CONSULTING GROUP



**WATER RESTORATION
MARKETING**





NEED YOUR **ATTENTION** PLEASE...

Silence all distractions

the next **45 minutes** will be a **gamechanger** for your
Restoration Business.

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WE'RE HERE BECAUSE

Most restoration companies are
guessing at their numbers



Stop Guessing



Start Tracking



Scale Faster

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**WATER RESTORATION
MARKETING**

MEET YOUR HOST: CLINTON JAMES

- **CMO & Partner** of Water Restoration Marketing
- **8+ years** running digital campaigns exclusively for restoration.
- Focused on **Marketing KPI's** & campaign ROI

**CLINTON
JAMES**

**CHIEF MARKETING OFFICER
WATER RESTORATION MARKETING**



MEET YOUR HOST: **CHRIS NORDYKE**

- **Co-Owner & President**, Floodlight Consulting
- **20+ years** in entrepreneurship, sales leadership, and restoration.
- Focused on **Sales KPI's** & commercial account growth

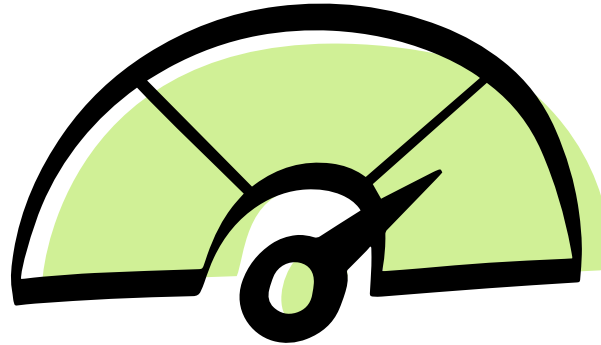
**CHRIS
NORDYKE**

**CO-OWNER & PRESIDENT
FLOODLIGHT CONSULTING**





**WATER RESTORATION
MARKETING**



THE **POWER** OF KPI's IN SALES

Why simple, repeatable
benchmarks matter

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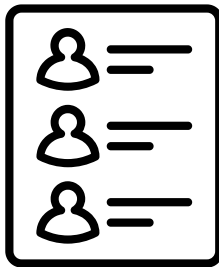


**WATER RESTORATION
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50 → 5 → 1



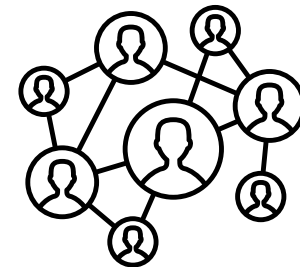
The 50, 5, and 1 Framework!



**50 FRESH
CONTACTS/WEEK**



**5 SCHEDULED SALES
MEETINGS**



**1 NETWORKING
FUNCTION**

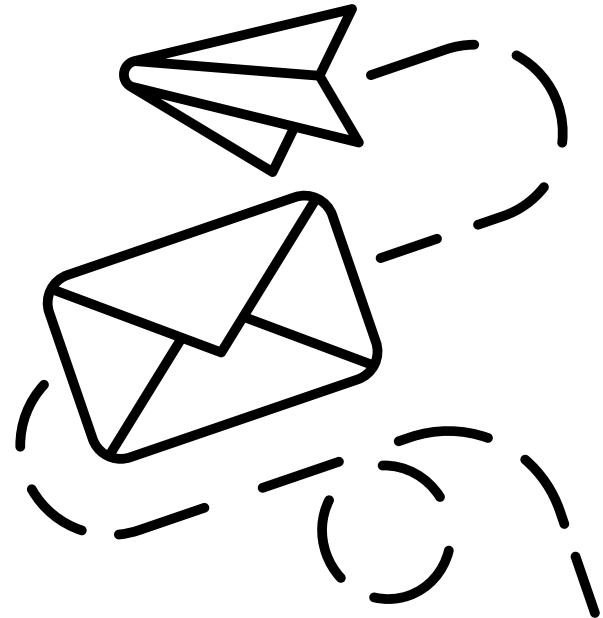


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WHAT COUNTS AS A

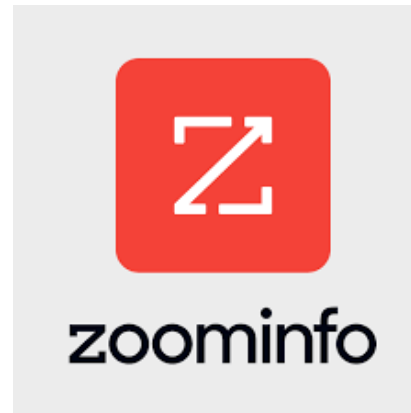
FRESH CONTACT?

- Cold calls/drop-ins
- LinkedIn connections
- Replies to cold email outreach



BEYOND THE BASICS **ADVANCED** KPI's

Using **BI tools** like CoStar,
Reonomy, Yardi, ZoomInfo



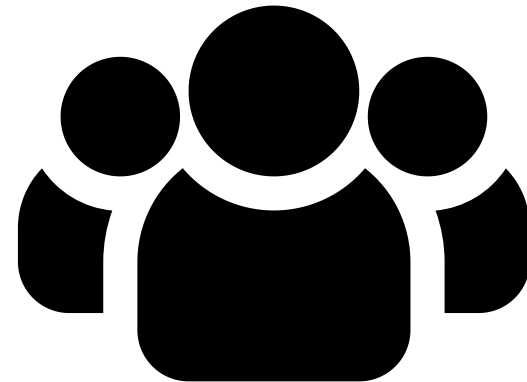


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ACCOUNT PENETRATION VS. NEW LOGOS



VS



New accounts vs. expanding within portfolios



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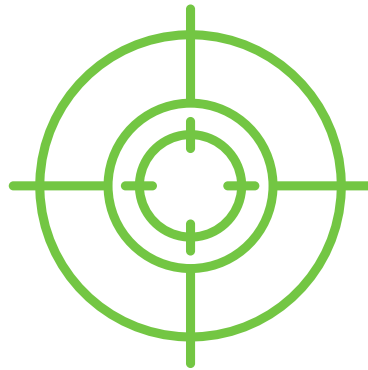
REVENUE PROJECTION VIA SQUARE FOOTAGE

- **\$1 per sq. ft.** rule of thumb
- **Forecasting** at branch, rep, and company level

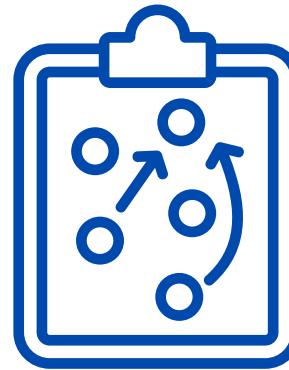


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PRACTICAL VS. STRATEGIC METRICS



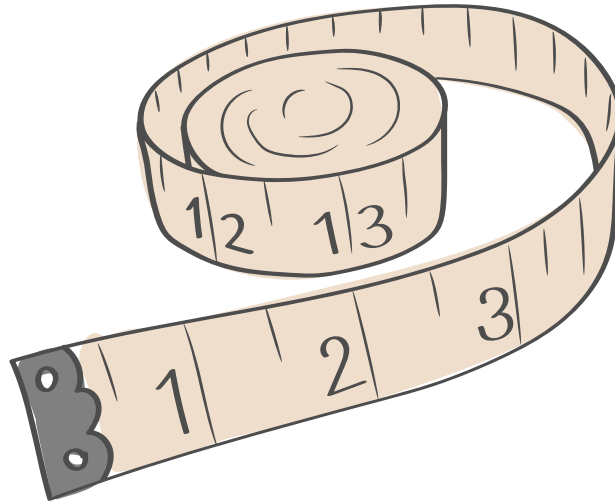
Tactical
(50, 5, and 1)



Strategic
(penetration, square
footage, forecasting)



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WHY MARKETING KPI's MATTER?

If you can't measure it, you can't scale it.

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MARKETING KPI #1



COST PER LEAD (CPL)

Benchmark for ads (Google Ads, LSAs)



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MARKETING KPI #2



LEAD-TO-JOB CONVERSION RATE

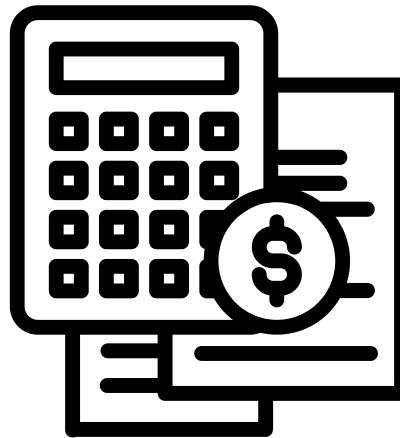
From leads to paying jobs.

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MARKETING KPI #3



CUSTOMER ACQUISITION COST (CAC)

Total cost it takes to acquire one paying customer
including all sales & marketing expenses



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MARKETING KPI #4



CALL VOLUME GROWTH MONTH-OVER-MONTH

Highlights scale and consistency
as campaigns mature



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MARKETING KPI #5



ROI / RETURN ON AD SPEND (ROAS)

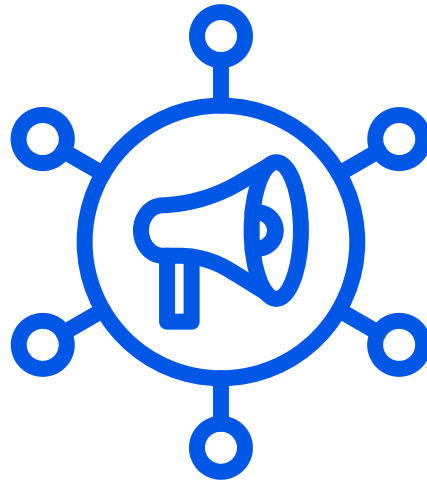
Tie revenue back to campaigns



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BONUS KPI



AVERAGE JOB VALUE BY SOURCE

Which channels bring the best jobs

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WHY ALIGNMENT MATTERS

- Marketing generates leads.
- Sales converts.
- Only together do you see true ROI.



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HOW **TOP** RESTORATION COMPANIES **ALIGN** DATA



Highlight past commercial work
on your website & GBP.

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KEY TAKEAWAYS

- Track the right numbers.
- Align sales & marketing.
- Forecast smarter, grow faster.



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YOUR QUESTIONS ANSWERED

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**WORK WITH
CLINTON**



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FREE CONSULTATION**



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WORK WITH
CHRIS
NORDYKE



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FLOODLIGHTGRP.COM/CONTACT

THANK YOU FOR JOINING



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