

A composite image featuring two men. On the left, Clinton James is a bald man with a full, well-groomed grey beard, smiling warmly at the camera. On the right, Chris Nordyke is a man with short dark hair, wearing a blue baseball cap with a white 'U' logo and a light blue polo shirt, looking directly at the camera with a neutral expression. The background is a dark, abstract green and yellow circular pattern.

SALES & MARKETING KPI'S

THAT CAN MAKE OR BREAK YOUR
RESTORATION BUSINESS

PRESENTED BY

CLINTON JAMES
& CHRIS NORDYKE





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



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





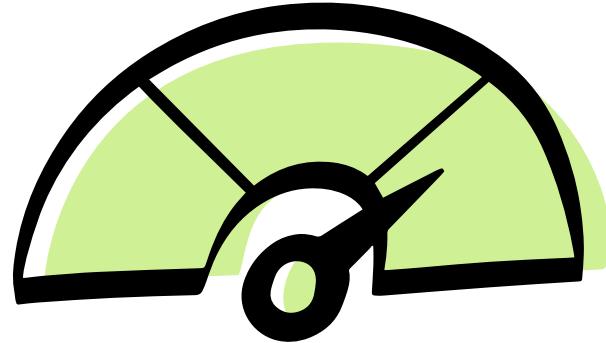
MEET YOUR HOST: CHRIS NORDYKE

- **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



THE POWER OF KPI's IN SALES

Why simple, repeatable
benchmarks matter

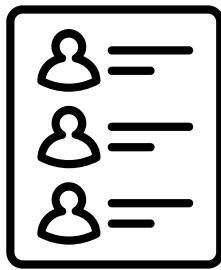
WATERRESTORATIONMARKETING.COM/SCHEDULE



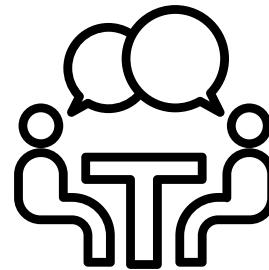
50 → 5 → 1



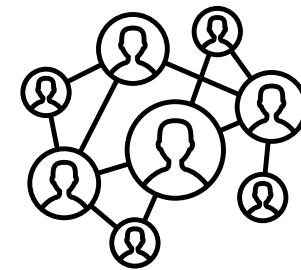
The 50, 5, and 1 Framework!



**50 FRESH
CONTACTS/WEEK**



**5 SCHEDULED SALES
MEETINGS**



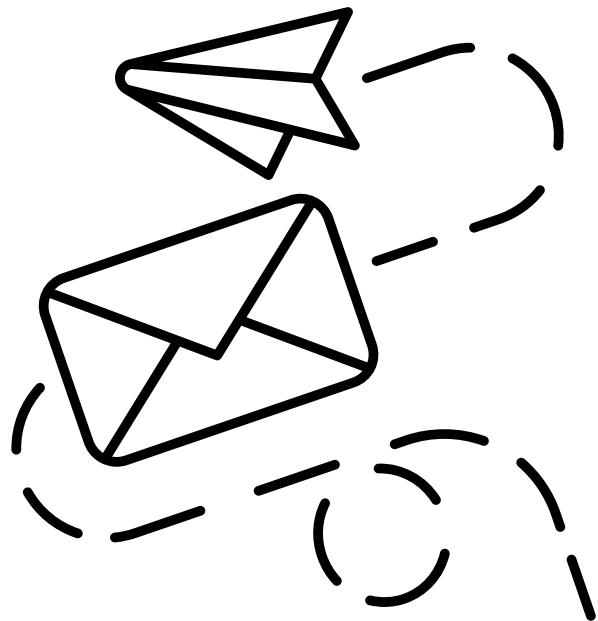
**1 NETWORKING
FUNCTION**



WATER RESTORATION
MARKETING

WHAT COUNTS AS A **FRESH CONTACT?**

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

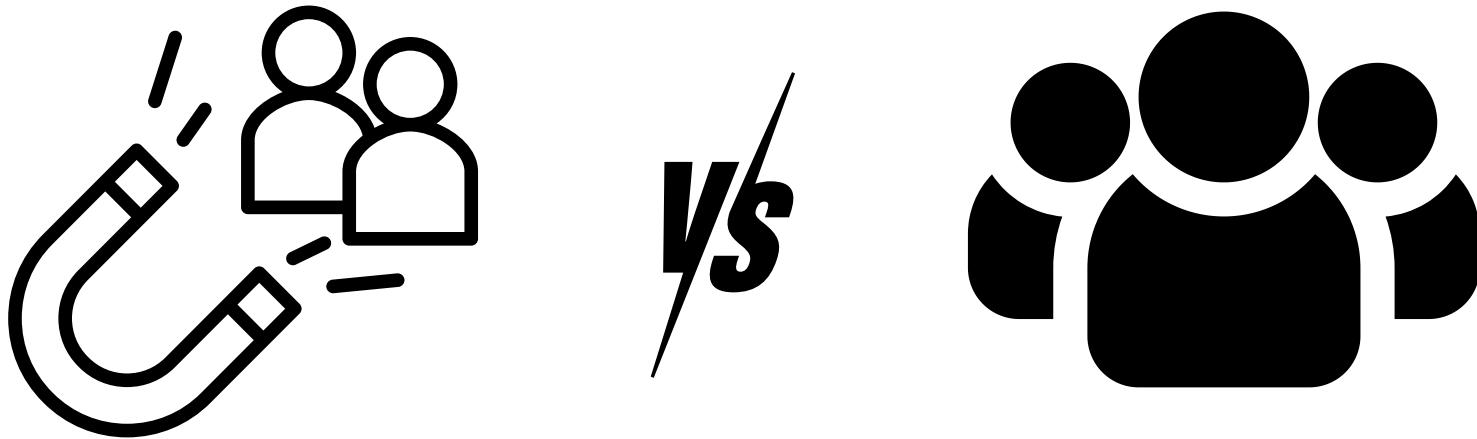


BEYOND THE BASICS ADVANCED KPI's

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



ACCOUNT PENETRATION VS. NEW LOGOS



New accounts vs. expanding within portfolios



REVENUE PROJECTION VIA SQUARE FOOTAGE

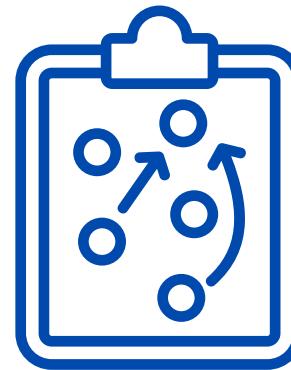
- **\$1 per sq. ft.** rule of thumb
- **Forecasting** at branch, rep, and company level



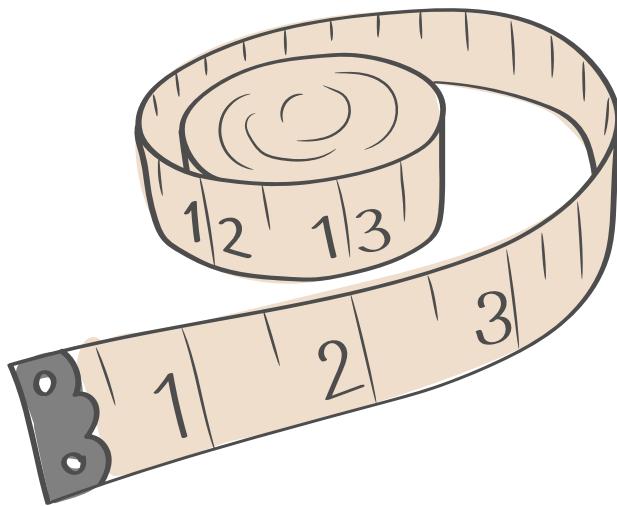
PRACTICAL VS. STRATEGIC METRICS



Tactical
(50, 5, and 1)



Strategic
(penetration, square
footage, forecasting)



WHY MARKETING KPI's MATTER?

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



MARKETING KPI #1



COST PER LEAD (CPL)

Benchmark for ads (Google Ads, LSAs)

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MARKETING KPI #2



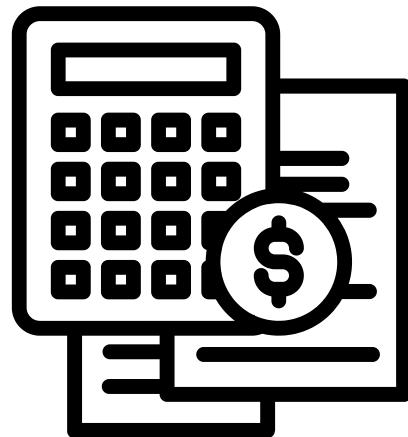
LEAD-TO-JOB CONVERSION RATE

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



MARKETING KPI #4



CALL VOLUME GROWTH MONTH-OVER-MONTH

Highlights scale and consistency
as campaigns mature



MARKETING KPI #5

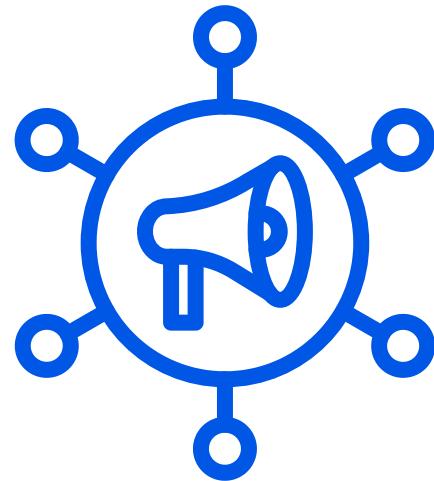


ROI / RETURN ON AD SPEND (ROAS)

Tie revenue back to campaigns



BONUS KPI



AVERAGE JOB VALUE BY SOURCE

Which channels bring the best jobs



WHY ALIGNMENT MATTERS

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





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.



YOUR QUESTIONS ANSWERED

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WORK WITH **CLINTON**



**SCHEDULE YOUR
FREE **CONSULTATION****



**SCHEDULE YOUR FREE BUSINESS GROWTH CONSULTATION
SCAN THE QR CODE OR [VISIT THE LINK BELOW](http://WATERRESTORATIONMARKETING.COM/SCHEDULE)**

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WORK WITH
**CHRIS
NORDYKE**



**SCAN THE
QR CODE
OR VISIT THE LINK BELOW**

FLOODLIGHTGRP.COM/CONTACT

THANK YOU FOR JOINING



WATER RESTORATION
MARKETING



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