# Course: Mission Control: Master Your Data, Metrics & Money

# Lesson 3: Building Your Marketing Funnel Dashboard

## 1. Core Concept & Learning Objective

**Core Concept (149 words):** This is your first "Dashboard" build. We are now building the "top-of-funnel" (TOFU) "Marketing" dashboard. This dashboard answers *one* question: "Is my *marketing* (my 'traffic') working?" Most founders "guess." You will *know*. This dashboard is *not* a "report"; it's a "diagnostic" tool. It tracks your *entire* marketing funnel, from "stranger" to "lead." It visualizes the "flow" of your traffic (e.g., "1,000 visitors" -> "100 leads") and shows you the *conversion rate* at each step. This allows you to spot "leaks" instantly. (e.g., "Wow, my 'Traffic' is high, but my 'Lead Conversion Rate' is 1%. My *landing page* is broken!").

**Learning Objective:** By the end of this lesson, you will be able to **set up** a simple, "no-code" dashboard (using a simple spreadsheet or data tool) to **track** and **visualize** your entire "top-of-funnel" (Marketing) metrics: Traffic > Lead Conversion Rate > Sales Conversion Rate > Cost Per Acquisition (CPA).

## 2. Interactive Content Activities

Activity 1: Case Study: "The 'Leaky' Marketing Funnel"

- **Type:** Case Study Analysis

- **Time:** 15 minutes

- **Instructions:**

  1. Read the "Funnel Data" for 'Founder A':

     - **Traffic:** 10,000 visitors

     - **Leads:** 1,000 (10% Lead Conversion Rate)

     - **Sales:** 10 (1% Sales Conversion Rate)

  2. Read the "Funnel Data" for 'Founder B':

- **Traffic:** 1,000 visitors

- **Leads:** 500 (50% Lead Conversion Rate)

- **Sales:** 50 (10% Sales Conversion Rate)

3. In the text box, answer: "Founder A had 10x more 'traffic' (a 'vanity' metric) but made 5x *less* 'sales' (a 'profit' metric). *Where* is Founder A's "leak"? (Hint: 'Sales Conversion Rate'). *Where* is Founder B 'winning'?"

- **Expected Outcome:** An "a-ha" moment that "Traffic" is *worthless* if your "Conversion Rates" (your "funnel") are "leaky."

## Activity 2: Tool Exploration: "The 'Google Sheets' Dashboard (Your First 'Build')"

- **Type:** Tool Exploration

- **Time:** 20 minutes

- **Instructions:**

  1. You do *not* need a "fancy" tool. We will build your "v1.0" dashboard in Google Sheets.

  2. Open the "Marketing Dashboard" Google Sheet (template provided).

  3. The "KPIs" (from L2) are already listed in "Column A" (e.g., "Traffic," "Leads," "Lead Conversion Rate").

  4. "Column B," "C," "D" are "Jan," "Feb," "Mar."

  5. Your task: *Manually* go to your "Source of Truth" (from L2) (e.g., Google Analytics, ConvertKit) and find the "Jan" numbers.

  6. *Enter* these 3 "manual" numbers: "Traffic (Jan)," "Leads (Jan)," and "Sales (Jan)."

  7. The "Conversion Rate" cells will *auto-calculate* (using a formula) for you.

- **Expected Outcome:** A "quick win." You have just "built" your first "dashboard" by *manually* pulling your "KPIs" from your "Sources" into *one* "view."

## Activity 3: Strategic Exercise: "What is 'Cost Per Acquisition' (CPA)?"

- **Type:** Strategic Exercise

- **Time:** 15 minutes

- **Instructions:**

1. "CPA" is the *most important* "paid" marketing KPI. It means: "How much did it *cost* me to get *one* customer?"

2. Open the "CPA Calculator" (worksheet).

3. *Formula:* "Total 'Ad Spend' () / Total 'Sales' (#) = CPA ()."

4. *Your Task: Calculate the CPA.*

    - 1. You spend **$100** on Facebook Ads. You get **10 sales**.

    - 2. You spend **$100** on Facebook Ads. You get **1 sale**.

5. What is your "CPA" for "Scenario 1" and "Scenario 2"?

- **Expected Outcome:** You will understand "CPA." (Scenario 1 CPA: $10. Scenario 2 CPA: $100). This "CPA" tells you if your ads are "profitable" or "unprofitable."

## Activity 4: "My 'Leakiest' Funnel Step" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion

- **Time:** 10 minutes

- **Instructions:**

  1. Look at your "Marketing Dashboard" (from Activity 2), even if it's "manual" data.

  2. Go to the community discussion board.

  3. **Post:** "I just built my 'v1.0' dashboard, and my 'leakiest' step is [Your Leaky Step]."

  4. *Example:* "My 'leakiest' step is my 'Lead Conversion Rate.' I'm getting decent 'Traffic' (1,000/mo) but only 'Leads' (10), so my 'Conversion Rate' is 1%. My *landing page* is the 'leak'!"

  5. Reply to one other student's "leak" with a "congratulations" (finding the "leak" is the *win*!).

- **Expected Outcome:** Validation of the "dashboard" as a "diagnostic" tool (it found the "leak").

## 3. Assignment & Project Milestone

Assignment: My "Marketing Funnel" Dashboard v1.0 (Component 3 of Final
Project)

- **Estimated Time:** 60 minutes

- **Deliverable:** A "share" link to your "Marketing Funnel" Dashboard (e.g., your
  Google Sheet, or a "read-only" link to your "no-code" dashboard).

- **Description:** This is the first "page" of your "Mission Control" hub. You will build
  a simple, clean, *manual* dashboard (using the Google Sheet from Activity 2)
  that tracks your 4 "Marketing Funnel" KPIs (Traffic, Leads, Sales, CPA) month-
  over-month.

- **Step-by-Step Instructions:**

  1. Open the "Marketing Funnel Dashboard" Google Sheet (template
     provided).

  2. **Row 1: "Traffic" (Visitors).** Go to your "Source" (e.g., Google Analytics) and
     *manually* enter your "Traffic" for the last 3 months (Jan, Feb, Mar).

  3. **Row 2: "Leads" (Sign-ups).** Go to your "Source" (e.g., ConvertKit) and
     *manually* enter your "Leads" for the last 3 months.

  4. **Row 3: "Lead Conversion Rate (%)."** (This cell has a formula: `(Leads /
     Traffic) * 100`. It will auto-calculate.)

  5. **Row 4: "Sales" (#).** Go to your "Source" (e.g., Kajabi/Stripe) and *manually*
     enter your "# of Sales" for the last 3 months.

  6. **Row 5: "Sales Conversion Rate (%)."** (This cell has a formula: `(Sales /
     Leads) * 100`. It will auto-calculate.)

  7. **Row 6: "Ad Spend ($)."** *Manually* enter your "Ad Spend" for the last 3
     months (if $0, enter 0).

  8. **Row 7: "CPA ($)."** (This cell has a formula: `(Ad Spend / Sales)`. It will
     auto-calculate.)

  9. Save this Google Sheet and generate a "share" link. This is Component 3.

- **Connection to Final Project:** This is the "Marketing" dashboard of your
  "Mission Control" hub. You have successfully "built" the tracking system for the
  KPIs you identified in L2.

- Evaluation Criteria:

  - **Excellent:** The link opens a Google Sheet (or similar) with all 7 "Marketing" KPIs. The "manual" data (Traffic, Leads, Sales, Ad Spend) is "filled in," and the "formula" data (Rates, CPA) is "auto-calculating."

  - **Proficient:** The link opens a sheet, but the "formulas" (the "rates") are "broken" or "manual," not auto-calculating.

  - **Needs Improvement:** The sheet is "blank" (the "template" is not "filled in" with data).

## 4. End-of-Lesson Assessment

**(Multiple Choice 1)** This "Marketing Funnel" dashboard is a "diagnostic" tool designed to *find*:

- A. "Vanity Metrics" (L1).

- B. "Leaks" (e.g., a "low conversion rate") in your "marketing funnel."

- C. "Profit" (L5).

- D. "Expenses" (L5). *(Answer: B)*

**(Multiple Choice 2)** In the "Leaky Funnel" case study, Founder A's "leak" was his "Sales Conversion Rate" (1%). What does this *tell* him to "fix"?

- A. He needs to "fix" his "Traffic" (he needs *more* traffic).

- B. He needs to "fix" his "Lead Conversion Rate" (his landing page).

- C. He needs to "fix" his "Sales" (his *sales page* (C5, L7) or his 'offer' is broken).

- D. He needs to "fix" his "Ad Spend." *(Answer: C)*

**(Multiple Choice 3)** What is "CPA" (Cost Per Acquisition)?

- A. The "total" amount you spend on ads.

- B. The "average" amount it *costs* you (in ad spend) to get *one* new customer.

- C. The "Cost Per 'Click'" (CPC).

- D. The "Average Order Value" (AOV). *(Answer: B)*

**(Multiple Choice 4)** In the "Google Sheets" (Activity 2) build, why did we *manually* enter "Traffic" but use a *formula* for "Lead Conversion Rate"?

- A. Because "Traffic" is a "manual" number (from a "Source"), while "Conversion Rate" is a "calculation" (Leads / Traffic).

- B. Because "Traffic" is a "vanity" metric.

- C. Because "Conversion Rate" is a "KPI."

- D. Because Google Sheets cannot "find" "Traffic." *(Answer: A)*

**(Short Answer 1)** What is the "formula" for "CPA" (Cost Per Acquisition)?

- *(Example Answer: "Total Ad Spend () / Total # of Sales = CPA ()")*

**(Short Answer 2)** You spend **$500** on Ads and get **5 Sales**. Your "CPA" is **$100**. Your product *costs* **$50**. Are your ads "profitable" or "unprofitable," and *why*?

- *(Example Answer: "My ads are massively unprofitable. It costs me $100 to 'acquire' a customer, but I only make $50 from that customer. I am losing $50 on every sale.")*

**(Scenario-Based 1)** You look at your *new* "Marketing Dashboard" (your assignment).

- **Traffic:** 5,000 (Good!)

- **Lead Conversion Rate:** 2% (A "Leak"!)

- **Sales Conversion Rate:** 10% (Good!)

- What is the *one* thing you should "fix" *first*?

- *(Answer: I must "fix" my "Lead Conversion Rate." My 'traffic' is good, and my 'sales page' is good (10%), but my 'lead magnet' or 'landing page' is "leaking"*