Rhythm Ledger
THE MARKETING LEDGER

TAKE THE COMPLEXITY OUT OF YOUR MARKETING EFFORTS.

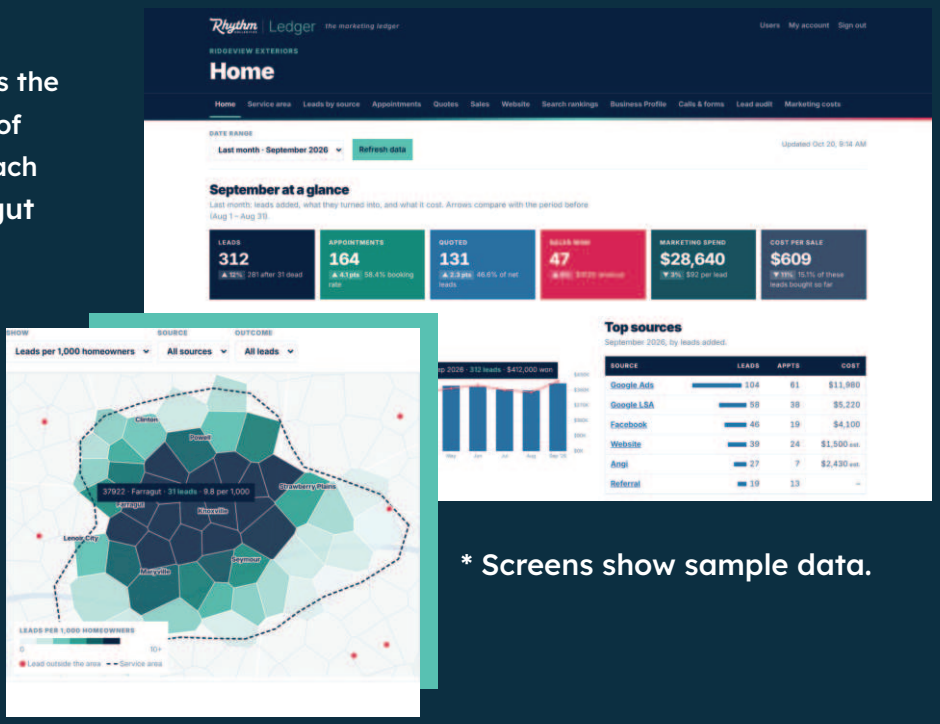
Rhythm Ledger helps you track every lead all the way through to a sale, giving you powerful insights to make better marketing decisions.

THE PROBLEM

Your ad accounts report clicks. Your CRM holds the jobs. Your spreadsheet is weeks behind. None of them tell you what a sale actually cost from each source, so budget decisions come down to gut feel.

WHAT YOU'LL LEARN

- Which sources produce sales, not just leads
- What a sale costs from each source
- Which reps close, and where leads stall
- Where to move budget so it works harder



* Screens show sample data.

WHAT'S INSIDE

1. SALES BY SOURCE
Revenue, cost per sale and return on spend for every source, paid or not.

2. THE FULL FUNNEL
Leads to appointments to quotes to sales, by source and by sales rep.

3. SERVICE AREA MAP
Leads by zip, shaded by reach per 1,000 homeowners, plus leads from outside your area.

4. REAL MARKETING COSTS
Some costs feed in automatically, and we make it easy to track your marketing expenses across any campaign.

5. LEAD AUDIT
Finds leads with a missing or wrong source and fixes them in your CRM in one click.

6. WEBSITE, SEARCH & CALLS
Visits, Google rankings, Business Profile activity and tracked calls, next to the sales they led to.

...and more. A marketing reporting tool built around your business. Full features require CallRail.

HOW IT WORKS: A custom dashboard built specifically for your business, around the systems you already use.

Rhythm COLLECTIVE

DON'T GUESS AT YOUR MARKETING. TRACK. CHANGE. REPEAT.

Book your free Rhythm Ledger consultation. We'll review your current tools and show you what the Ledger can track for your business.

865-564-9499
RhythmCo.com