

Marketing Achievement Cheat Sheet

You don't need the ad budget to prove impact — leads, traffic, and conversion all sit in analytics tools you own.

NUMBERS YOU ALREADY HOLD

leads / MQLs generated

conversion rate

organic sessions & traffic (GA)

email open & click-through

content published & rankings

social following growth

CAC (where visible)

BEFORE → AFTER

X Responsible for social media accounts.

✓ Grew LinkedIn following 4k → 22k in 8 months; social drove 18% of demo requests.

X Ran email campaigns.

✓ Lifted email click-through 1.9% → 4.3% by rebuilding segmentation; added ~120 MQLs/month.

X Created content for the blog.

✓ Published 24 SEO posts that grew organic sessions 40% and now drive 30% of trial signups.

X Managed paid advertising.

✓ Cut CAC 22% while doubling qualified leads by killing 3 underperforming channels.

X Supported campaign launches.

✓ Owned the Q3 product-launch campaign that generated 40% of quarter pipeline.

HONEST ESTIMATION

24 posts → +40% organic sessions (read in GA) → 30% of signups attributed in your funnel. No ad-budget access required.

HOW THIS SCALES WITH SENIORITY

JUNIOR Grew Instagram 200 → 1,400 in 6 months; wrote 12 posts that ranked page 1.

MID Cut CAC 22%; owned the launch that drove 40% of pipeline.

SENIOR Built the content engine and attribution model 3 teams now use; organic became the #1 pipeline source.