

Marketing Performance Report

The Tailored Closet North San Diego

Q1 2026

Prepared by Business Succession Pros, Inc. — March 2026

Executive Summary

ALIGNMENT SCORE

49%

Pending Assessment

BEST SOURCE

+\$13.9K

Designer Referrals ROI/Job

WORST SOURCE

-\$23.6K

Google/Yelp Paid ROI/Job

DESIGNER GOAL

1/mo

New Partnership Target

Lead Sources Analysis

Lead Source	ROI per Job	Performance	Status
Designer Referrals	+\$13,860	Highest quality, best returns	✓ BEST SOURCE
Repeat/Past Customers	Strong positive	Relationship-driven, reliable	✓ Strong
Google/Yelp Paid	-\$23,565	Negative returns, burning budget	✗ WORST SOURCE
HomeAdvisor/Angi	Low quality	Poor conversion, low intent	⚠ Monitor

Marketing KPIs

Metric	Current Status	Notes
Monthly Marketing Spend	TBD	Tracking to be established
Cost per Lead by Source	TBD	Critical for ROI analysis
Lead-to-Appointment Conversion	TBD	Top-of-funnel effectiveness
Designer Partnerships	Goal: 1 new designer/month	Primary growth driver

Strategic Recommendations

Immediate Actions Required

- **Cut Google/Yelp paid spend immediately** — Currently burning ~\$30K/year with negative returns (-\$23,565 ROI/job)
- **Reinvest in Designer Referral program scaling** — Best performing channel at +\$13,860 ROI/job
- **Build referral tracking system** — Capture source attribution and designer relationships systematically
- **Launch past customer re-engagement campaign** — Leverage strong relationship-driven returns

Action Items

URGENT

Terminate Google/Yelp paid advertising

Immediately halt all paid spend on underperforming channels. Est. savings: \$30K/year

HIGH

Scale Designer Referral Program

Develop structured incentive program, onboard 1 new designer partnership per month

HIGH

Implement Referral Tracking System

Build CRM tracking for lead source attribution, designer relationships, and ROI metrics

MEDIUM

Past Customer Re-engagement Campaign

Email/call campaign to past clients for repeat business and referrals

MEDIUM

Establish Marketing KPI Dashboard

Track monthly spend, cost per lead, conversion rates by source in real-time

Key Insights

✓ Designer Referrals = Highest ROI Channel

+\$13,860 per job — relationship-driven, high trust, qualified leads

✗ Paid Lead Generation = Negative Returns

-\$23,565 per job on Google/Yelp — immediate budget cut recommended

→ Repeat Customers = Strong Performance

Relationship-driven channel shows consistent positive returns — needs systematic nurturing

↘ Growth Strategy = Double Down on Winners

Shift budget from paid ads to designer partnerships and customer re-engagement

Business Succession Pros, Inc.

Strategic Business Advisory & Succession Planning

This report is confidential and prepared exclusively for The Tailored Closet North San Diego. Data and recommendations are based on information provided as of March 2026. Business Succession Pros, Inc. does not guarantee future performance or outcomes.