

Monthly Marketing Plan

Month: _____

Targets:

Sales: _____

Appointments: _____

Close Ratio (Sales / Appointments): _____

Budget: _____

MARKETING METHOD / BUDGET	START DATE / END DATE	TOTAL RUN / APPOINTMENTS	SALES / COST PER SALE

Opportunities:

Professional Partnerships / Speaking Engagements / Networking Opportunities / Marketing Ideas

NOTES:

Monthly Marketing Review

Actual Numbers

Sales: _____

Appointments: _____

Close Ratio (Sales / Appointments): _____

Total Spent: _____

Marketing Review:

What to repeat:

What to change:

What to replace:

Opportunities:

Notes: