



**SUPER TECH  
UNIVERSITY**

**COMPANY  
MARKETING  
TRACKER**

**DAILY / WEEKLY / MONTHLY**

## DAILY MARKETING ACTIONS

Date: \_\_\_\_\_

Activity	Target	Actual	Notes
Outbound sales / BD calls			
Follow-up calls / texts / emails			
Door-to-door / in-person visits			
Referral asks made			
Reviews requested			
Social posts / videos published			
Ad lead follow-up			

Daily Win: \_\_\_\_\_

## WEEKLY MARKETING SCORECARD

Week of: \_\_\_\_\_

Metric	Planned	Completed	Notes
Prospecting days completed			
Total outbound touches			
In-person meetings			
Referral partners contacted			
Reviews received			
Content created			
Marketing dollars spent	\$	\$	

## MONTHLY MARKETING REVIEW

Month: \_\_\_\_\_

Metric	This Month
New leads generated	
Jobs booked	
Revenue from marketing (\$)	
Average ticket from marketing (\$)	
Cost per lead (\$)	
Cost per booked job (\$)	
Best-performing channel	
Worst-performing channel	

Stop: \_\_\_\_\_ Start: \_\_\_\_\_ Continue: \_\_\_\_\_



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