



How to Use This Template

C-level management is becoming increasingly interested in seeing the return on investment in marketing campaigns and the maintenance of channels like company websites, blogs, and social media. However, many marketers don't feel equipped to report on these metrics at any given time.

That's why we've put together this Monthly Marketing Reporting Template as well as the accompanying slide deck template -- so that you can feel confident as you pull together the numbers and demonstrate your impact on your company's bottom line.

As soon as you're able to demonstrate that impact in a numerical way, you'll be able to make more effective requests for additional budget, plus you'll get the career recognition for your hard work over time.

The components of this template will help you measure the key metrics that your team influences and then communicate those back to your team, director, boss, VP, or executive team. Simply plug your company's data into the spreadsheet and the equations and charts will automatically adjust to your data.

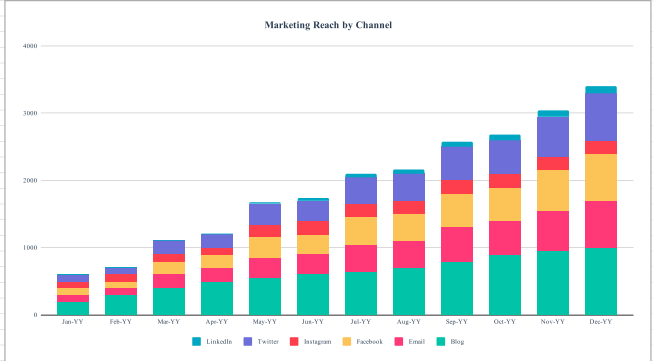
You can then save these charts as pictures and use them as visual aids in the accompanying slide deck as you present to internal stakeholders.

This template will help you keep track of and report on the following metrics:

1. Total reach
2. Reach by channel
3. Total website visits
4. Website visits by source
5. Total leads generated
6. Leads generated by source
7. Total customers driven by marketing
8. Marketing-generated customers by source
9. Visitor-to-lead conversion rate
10. Lead-to-customer conversion rate
11. Visitor-to-customer conversion rate

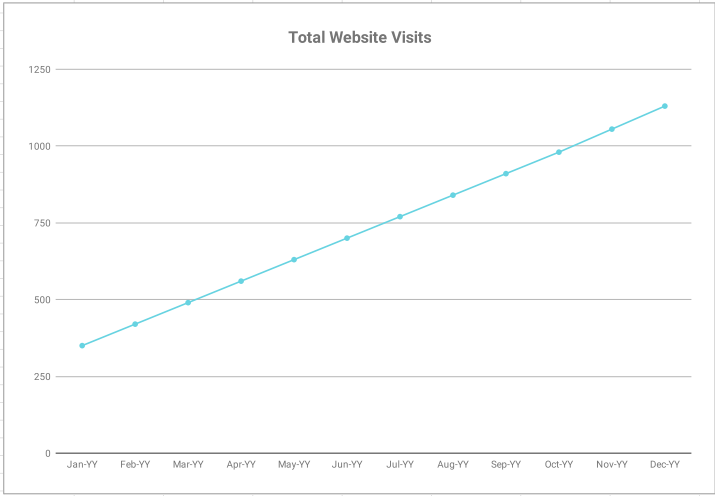
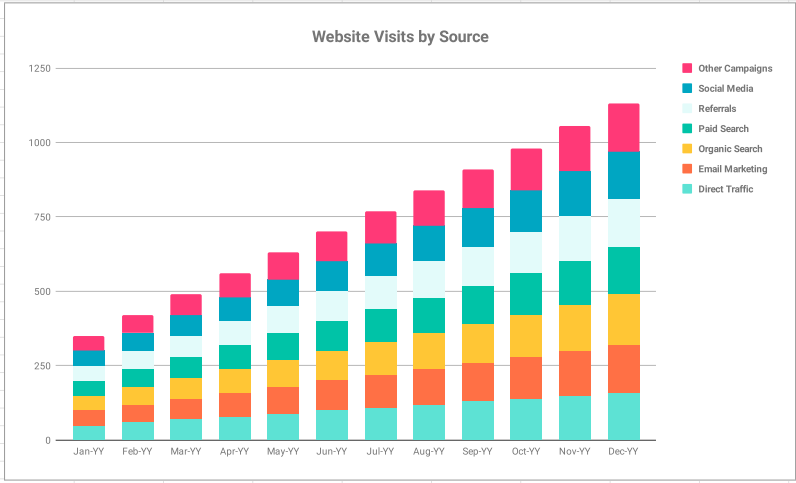
Marketing Reach		Why might management care about your reach and whether it's increasing or not? This number is a good indicator of how well the content you're publishing is engaging your network and how effectively you're growing your entire marketing database. If this number isn't growing, it will be challenging to grow your overall leads number.
Total Reach		What is the total number of people your company can reach across your different networks? Consider this your total potential prospects count (social media followers, blog subscribers, email newsletter subscribers, etc.).
Reach by Channel		This metric tells you how many people are following or subscribed to you per channel. Do you notice any particular growth or declines in one channel? Consider investing more or less time in the most effective and less effective channels, respectively.
Website Visits		The number of website visits you have is the number of people who came to your website in a given period of time. Perhaps they viewed your product and services page, read your blog, or checked out your company overview. Tracking this activity is key to understanding how well your inbound marketing is succeeding at attracting people (the people who are most likely to buy) to your website.
Total Website Visits		How many people are coming to your website? Is that number changing month over month (MoM)? As your reach grows and you publish more content, this number should increase.
Website Visits by Source		People can come to your website from many different places. Is one source performing better than another? Use that information to iterate on your campaigns moving forward -- and also to commend the marketer working within a specific growing channel on their success.
Leads		Leads are crucial to your business growth because they represent people who've expressed interest in something closely related to your product/service or your product/service itself. It's important to measure how much new interest you're generating for your company's products and services in order to understand how the sales pipeline is likely to look in the coming weeks or months. Since leads are passed to sales to work after they're acquired by marketing, lead growth is one of the strongest indicators of marketing's return-on-investment (ROI).
Total Leads Generated		This metric helps you communicate how well you're supporting your sales team. How many leads are you generating each month? By how much is this number growing overtime?
Leads Generated by Source		Use this metric to identify your most effective lead-producing channels. Are you generating more leads via social or email? If you know this, you'll know where to invest more and less time going forward to make the most of your team's working hours.

	Jan-YY	Feb-YY	Mar-YY	Apr-YY	May-YY	Jun-YY	Jul-YY	Aug-YY	Sep-YY	Oct-YY	Nov-YY	Dec-YY	MoM Growth	Description
Blog	200	300	400	500	550	600	650	700	800	900	950	1000	5%	Blog subscribers
Email	100	100	200	200	300	300	400	400	500	500	600	700	17%	Email addresses in your database
Facebook	100	100	200	200	300	300	400	400	500	500	600	700	17%	Facebook page likes
Instagram	100	100	100	100	200	200	200	200	200	200	200	200	0%	Size of Instagram following
Twitter	100	100	200	200	300	300	400	400	500	500	600	700	17%	Corporate Twitter account followers
LinkedIn	0	0	10	10	20	40	50	60	70	80	90	100	11%	LinkedIn company page followers
Total	600	700	1110	1210	1670	1740	2100	2160	2570	2680	3040	3400	12%	



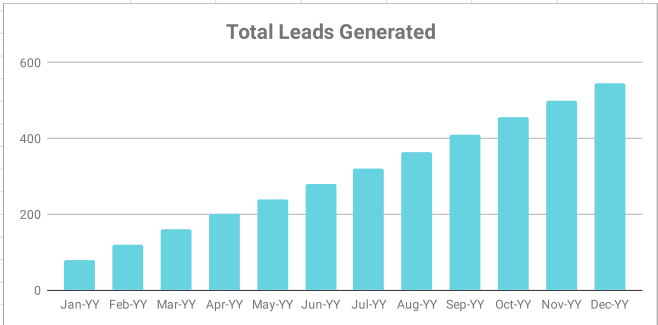
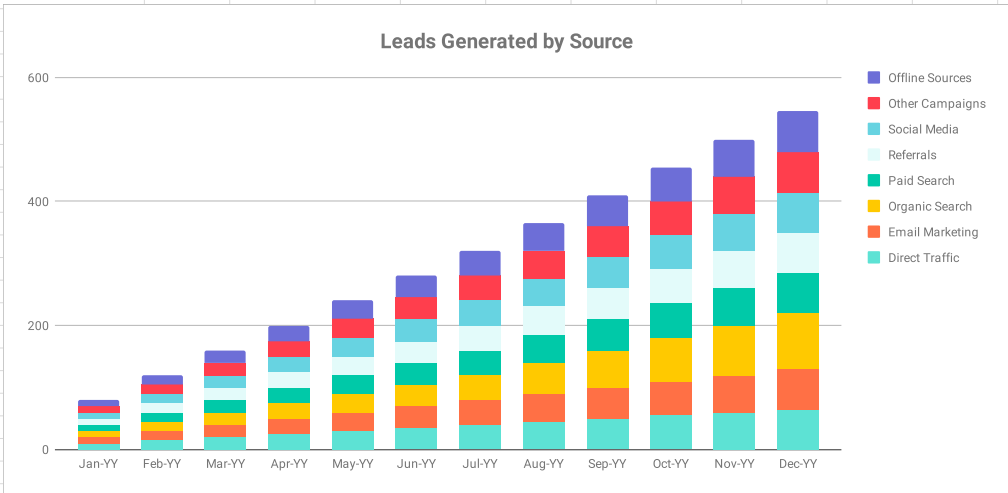
	Jan-YY	Feb-YY	Mar-YY	Apr-YY	May-YY	Jun-YY	Jul-YY	Aug-YY	Sep-YY	Oct-YY	Nov-YY	Dec-YY	MoM Growth
Direct Traffic	50	60	70	80	90	100	110	120	130	140	150	160	7%
Email Marketing	50	60	70	80	90	100	110	120	130	140	150	160	7%
Organic Search	50	60	70	80	90	100	110	120	130	140	155	170	10%
Paid Search	50	60	70	80	90	100	110	120	130	140	150	160	7%
Referrals	50	60	70	80	90	100	110	120	130	140	150	160	7%
Social Media	50	60	70	80	90	100	110	120	130	140	150	160	7%
Other Campaigns	50	60	70	80	90	100	110	120	130	140	150	160	7%
Offline Sources (n/a for site traffic)													n/a

	Jan-YY	Feb-YY	Mar-YY	Apr-YY	May-YY	Jun-YY	Jul-YY	Aug-YY	Sep-YY	Oct-YY	Nov-YY	Dec-YY	MoM Growth
Total	350	420	490	560	630	700	770	840	910	980	1055	1130	7%



	Jan-YY	Feb-YY	Mar-YY	Apr-YY	May-YY	Jun-YY	Jul-YY	Aug-YY	Sep-YY	Oct-YY	Nov-YY	Dec-YY	MoM Growth
Direct Traffic	10	15	20	25	30	35	40	45	50	55	60	65	8%
Email Marketing	10	15	20	25	30	35	40	45	50	55	60	65	8%
Organic Search	10	15	20	25	30	35	40	50	60	70	80	90	13%
Paid Search	10	15	20	25	30	35	40	45	50	55	60	65	8%
Referrals	10	15	20	25	30	35	40	45	50	55	60	65	8%
Social Media	10	15	20	25	30	35	40	45	50	55	60	65	8%
Other Campaigns	10	15	20	25	30	35	40	45	50	55	60	65	8%
Offline Sources	10	15	20	25	30	35	40	45	50	55	60	65	n/a

	Jan-YY	Feb-YY	Mar-YY	Apr-YY	May-YY	Jun-YY	Jul-YY	Aug-YY	Sep-YY	Oct-YY	Nov-YY	Dec-YY	MoM Growth
Total	80	120	160	200	240	280	320	365	410	455	500	545	9%
Total Online	70	105	140	175	210	245	280	320	360	400	440	480	9%



	Jan-YY	Feb-YY	Mar-YY	Apr-YY	May-YY	Jun-YY	Jul-YY	Aug-YY	Sep-YY	Oct-YY	Nov-YY	Dec-YY	MoM Growth	
Visits		350	420	490	560	630	700	770	840	910	980	1055	1130	7%
Leads		80	120	160	200	240	280	320	365	410	455	500	545	9%
Customers		8	16	16	16	16	24	24	24	32	32	32	48	50%
Visit-to-Lead %		23%	29%	33%	36%	38%	40%	42%	43%	45%	46%	47%	48%	2%
Lead-to-Customer %		10%	13%	10%	8%	7%	9%	8%	7%	8%	7%	6%	9%	38%
Visit-to-Customer %		2.3%	3.8%	3.3%	2.9%	2.5%	3.4%	3.1%	2.9%	3.5%	3.3%	3.0%	4.2%	40%

