

Weekly marketing report

Week starting

Our one goal this quarter

for example: 40 enquiries a month at under £50 each

1. Results this week

Enquiries or sales (last week: ____)

Spend (£)

Cost per enquiry or sale (£)

2. What I changed this week, and why

3. What happened as a result

4. What did not work, and what I have stopped

5. What I will try next week

6. What I need from you (decisions, approvals, information)

Keep it to one page. If a section is empty, say so. The point is to link the work to results, not to list every task.