

QUARTERLY MARKETING PLAN

One plan for the next three months. Start with the numbers, then choose what to do.

Quarter: _____ Prepared by: _____

LAST QUARTER, IN NUMBERS

CHANNEL	SPEND	LEADS	CUSTOMERS	COST PER LEAD	COST PER CUSTOMER

What worked? What did not?

What capacity do you have for new customers this quarter?



THIS QUARTER

Goal: how many new customers do you want?

Close rate you expect: _____ Leads needed: _____

Budget (from gross profit): _____ Highest cost per customer you will accept: _____

CHANNEL	BUDGET	LEADS EXPECTED	WHO OWNS IT	START

The single message we will repeat all quarter:

_____

_____

When will we pause, scale up or change course? Name the numbers first.

_____

_____

_____

Monthly review dates: _____ Reviewed on: _____