



Marketing Report

Month and Year

THIS IS A SAMPLE REPORT ONLY

PLEASE UPDATE IT BASED ON THE ACTUAL MARKETING ACTIVITY THAT YOU DO

SUMMARY – Snapshot for the month of xxxxxx

Figures in grey are for the month of xx and figures in blue are for a previous time for comparison purposes.

Number of enquiries/leads	Details	Source
00	Company name	Eg from a Solus email with Electronics Weekly
00	Eg Lead summary eg enquiry for 1000 chips for TPMS to commence in 2019 etc	

Number of new website visitors	Change +/-	Returning visitors	Change +/-	Time on site	Bounce rate
00	00	00	00	00	00
00	00	00	00	00	00
Most visited page			Top 5 keywords		
XXXXXXXXXXXXXXXXXXXXX			XXXXXXXXXXXXXXXXXXXXX		
XXXXXXXXXXXXXXXXXXXXX			XXXXXXXXXXXXXXXXXXXXX		

Collateral Created		Internal newsletters/emails sent	
XXXXXXXXXXXXXXXXXXXXXXXXXXXX		XXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Networking/Shows/Exhibitions attended			
Show name XXXXXXXXXXXXXXXXXXXX		Detail of activity at the show XXXXXXXXXXXXXXX	

Number of social media posts	Followers LinkedIn	Followers Twitter	Followers Facebook
00	00	00	00
00	00	00	00
Details of any advertising or boosts	XXXXXXXXXXXXXXXXXXXXXXXXXXXX		

Media activity	Printed Ad	Solus emails	Other emails	HPTO	Other - banner, leaderboard
Magazine name - xxxx	00 00	00 00	00 00	00 00	00 00

Number of articles published	Where	Detail
00 00	Magazine name Article title	Eg Online version of publication

