



Daily Marketing Report Template

Company name: _____

Marketing manager: _____

Client/Brand name: _____

Marketing campaign: _____

Campaign start date: _____

Campaign end date: _____

Allocated budget: _____

Report No.	Report date	Day: Mon	Tue	Wed	Thu	Fri	Sat	Sun
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Marketing activity	Team members	Target audience	Expenditures	Comments

Resources used:

People/Cost	Equipment/Cost	Tools/Cost	Materials/Cost

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Total:	Total:	Total:	Total:
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Performance metrics:

Marketing metrics	Data	Comments
Conversion rate		
Reach		
Click-through rate		
Cost-per-click		
Ad reach		
Unique visitors		
Engagement Rate		

Challenges:

Feedback:

Recommendations for improvement:

Report prepared by:_____

Signature: _____

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