



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 |
|------------|-------------|----------|-----|-----|-----|-----|-----|-----|
|------------|-------------|----------|-----|-----|-----|-----|-----|-----|

| Marketing activity | Team members | Target audience | Expenditures | Comments |
|--------------------|--------------|-----------------|--------------|----------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Resources used:

| People/Cost | Equipment/Cost | Tools/Cost | Materials/Cost |
|-------------|----------------|------------|----------------|
| | | | |
| | | | |
| | | | |

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|--|--|--|--|
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|--|--|--|--|

| | | | |
|--------|--------|--------|--------|
| Total: | Total: | Total: | Total: |
|--------|--------|--------|--------|

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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