



Daily Marketing Report Template

Company name		Client/Brand name	
Marketing campaign		Target audience	
Marketing manager		Campaign start date	
Allocated budget		Campaign end date	

Report No.	Report date	Day: Mon Tue Wed Thu Fri Sat Sun
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Marketing activity	Team members	Status	Daily expenditure	Comments
		Not St... ▾		
		Not St... ▾		
		Not St... ▾		
		Not St... ▾		

Total daily expenditure:

Resources used today

People	Cost	Equipment	Cost	Tools	Cost	Materials	Cost



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: _____