

MARKETING STRATEGY LOG

Quarterly Tracking Period

CAMPAIGN NAME Launch Phase 2024
OWNER Marketing Department
START DATE Jan 01, 2024
TARGET KPI 15% Conversion Increase

STRATEGIC GOAL	ACTION STEPS	KPI METRIC	PROGRESS STATUS	DEADLINE
Brand Awareness Expand social reach by 20k	â€¢ Weekly content calendar â€¢ Influencer outreach â€¢ Paid ad placement	Follower Count	On Track	Mar 31
Lead Generation Optimize landing pages	â€¢ A/B Testing headers â€¢ Reduce form fields â€¢ New Lead Magnet	CVR (%)	Delayed	Apr 15
Customer Retention Re-engagement campaign	â€¢ Email automation flow â€¢ Loyalty discounts â€¢ Feedback survey	Churn Rate	Planning	May 01

NOTES & OBSERVATIONS