

CUSTOMER ACQUISITION CHANNELS

Strategy Planning & Performance Tracker

Date: _____

CHANNEL	PRIORITY (H/M/L)	EST. CAC	SCALABILITY	KEY METRICS / NOTES
Content Marketing (SEO)			Low	
			High	
Paid Search (SEM)			Low	
			High	
Social Media Ads			Low	
			High	
Email Marketing			Low	
			High	
Affiliate / Referrals			Low	
			High	
Direct Outreach (Sales)			Low	
			High	

CHANNEL	PRIORITY (H/M/L)	EST. CAC	SCALABILITY	KEY METRICS / NOTES
---------	------------------	----------	-------------	---------------------

Events / PR

Low

High

TOP 3 EXPERIMENTS THIS QUARTER

1.
2.
3.