

# Marketing Strategy Scorecard

Objective	Initiative How you will achieve this objective	Target Metric	Previous Result	Q1 Actual	Q2 Actual	Q3 Actual	Q4 Actual	Final Result
<b>Grow Revenue</b>	Marketing Based Revenue, e.g. €500k							
<b>Grow Customer Retention</b>	Increase Customer Retention, e.g. up 10%							
<b>Increase New Leads and Conversions</b>	Website Visits, e.g. 3000/month							
	Visit to Lead conversion rate, e.g. up 2%							
	Leads to Marketing Qualified Lead (MQL), e.g. up 40%							
	MQL to SQL (sales qualified lead), e.g. up 10%							
<b>Increase Brand Awareness</b>	Social Coverage, e.g. 3 company news per month							
	Traditional Coverage, e.g. 1 print article per month							
<b>Become Known as Industry Experts</b>	Awards, e.g. enter 3 industry awards							
	Speaking Engagements, e.g. 1 per month							
	Content Creation, e.g. 1 blog per week							
<b>Increase Online Engagement</b>	Social Activity, e.g. 5 tweets/week, 3 posts/week							
	Social Engagement Rate, e.g. up 10% per month							