



Monthly Marketing Reflection

What platforms/outlets have I used?

Traditional marketing outcomes

Amount Spent:

Placements:

Reach:

Outcomes:

Social marketing outcomes

Amount Spent:

Posts:

Reach:

Outcomes:

Amount Spent:

Posts:

Reach:

Outcomes:



What was the most effective post or placement?

What is one thing I learned this month?

What will I do differently next month?

How many placements/posts will I make next month?

What special events or holidays are coming up that I should highlight?

How much money do I want to spend?