

STOP GUESSING WHETHER MARKETING IS WORKING

Weekly Marketing Scorecard

Track the numbers that connect marketing to sales conversations. Use the same scorecard on the same day each week so patterns become visible.

Same numbers

Consistency makes patterns visible.

Same day

A weekly rhythm keeps the scorecard useful.

Look for qualified leads

Visibility is not enough.

Track the Scorecard

Keep this simple. If it takes two hours, you will stop doing it.

METRIC	THIS WEEK	LAST WEEK	NOTES
Website visits			
Top page			
Forms			
Calls			
GBP actions			
Social saves/shares/replies			
Leads			
Booked appointments			
Closed jobs/revenue			

Connect Leads to Source

Every lead should have a source, status, and next action.

LEAD	SOURCE	NEED	STATUS	NEXT ACTION

What Changes Next Week?

The scorecard is only useful if it changes behavior.

WHAT WORKED

WHAT DID NOT

WHAT TO REPEAT

WHAT TO STOP

ONE FIX FOR NEXT WEEK
