

Monthly Marketing Dashboard for

Conversion Target: 100 New Professional Members per month

Leads Goals:

	Quarterly Goal #	This Month's Goal #, CPL/EPL	Strategy
Quiz Assessment			
Nutrition Handouts			
Book Workbook			
Masterclass (if available)			

CPL (Cost Per Lead): For Ads Only; EPL (Earning Per Lead): Total Earned / # People in Funnel

Traffic Goals:

	Quarterly Goal #	This Month's Goal #	Strategy
Podcast	Reach + maintain 2.5k monthly downloads		
Instagram	150 monthly website clicks + 4k followers		
Pinterest	1000 monthly outbound clicks and 50k monthly impressions		
Book			
Media/PR			
Google	500 monthly clicks		
Ads			
Website	Reach and maintain 2K total monthly users		

End-of-Month Debrief:

Actual Conversions:

Total Number of NEW Leads:

Highest to Lowest Lead Offer:

Total List EPL:

	What Worked	What Didn't	Ideas for Next Month
Podcast			
Instagram			
Pinterest			
Book			
Media/PR			
Google			
Ads			
Website			