

# MARKETING CAMPAIGN TRACKER TEMPLATE

(enter data in highlighted / white cells, only)

TOTAL ADVERTISING BUDGET in Campaigns (month total)	TOTAL ADVERTISING	COST/CAMPAIGN (\$/d)	TOTAL BUDGETING RATE	CONVERSION RATE OF TOTAL BUDGETING	TOTAL NO. OF CLICKS	TOTAL NO. OF CONVERSIONS	TOTAL SPEND	COST PER IMPRESSION	COST PER BUDGETING	COST PER CONVERSION
900	2275	1475	54.67%	45.29%	1295	523	\$2,379.00	11.42	12.40	\$4.46

CAMPAIGN STAGE	IMPRESSIONS	COST	SPEND	BUDGET	DATE TO END DATE	PLATFORM	CAMPAIGN ID	NO. OF CLICKS	NO. OF SALES	CONVERSION RATE	CONVERSION COST	COST/CONVERSION	NOTES AND COMMENTS
PRE													
Search Media Ad 1	50	\$200.00	\$	\$200.00	01 - 05	Facebook	99	20	10	2.0	Average	\$	20.00
Search Media Ad 2	40	\$160.00	\$	\$160.00	01 - 04	LinkedIn	99	20	11	2.0	Good	\$	18.18
Web banner	30	\$120.00	\$	\$120.00	01 - 07	Instagram	99	10	5	1.0	Outstanding	\$	40.00
Promoted IG Post	10	\$40.00	\$	\$40.00	01 - 05	Instagram	99	10	4	2.0	Average	\$	10.00
Search Media Ad 3	75	\$300.00	\$	\$300.00	01 - 09	Twitter	99	30	15	3.0	Average	\$	1.00
OPENING													
Youtube Targeted Ad	0	\$0.00	\$	\$0.00	01 - 02	Youtube	99	0	0				
Blog Post	0	\$0.00	\$	\$0.00	01 - 03	Local Influencer	99	0	0				
	0	\$0.00	\$	\$0.00	01 - 04		99	0	0				
	0	\$0.00	\$	\$0.00	01 - 05		99	0	0				
	0	\$0.00	\$	\$0.00	01 - 06		99	0	0				
CLOSING													
Email 1	300	\$300.00	\$	\$300.00	01 - 02	Newsletter	99	400	300	2.0		\$	1.00
Email 2	400	\$400.00	\$	\$400.00	01 - 03	Newsletter	99	250	100	2.0		\$	2.00
Ad for Conversion	070	\$280.00	\$	\$280.00	01 - 04	Google	99	140	60	2.0		\$	1.00
Survey Post	007	\$0.00	\$	\$0.00	01 - 05	Instagram	99	000	000	2.0		\$	0.00
Google Ad	070	\$40.00	\$	\$40.00	01 - 06	Google	99	70	10	4.0		\$	0.17

# Spreadsheet Marketing

**Carol Patterson**



## **Spreadsheet Marketing:**

*Marketing Analytics Using Excel* Rahul Pratap Singh Kaurav,Asha Thomas,2025-03-15 Marketing Analytics Using Excel is the essential introduction to data driven marketing which simplifies complex concepts and offers practical real world applications This comprehensive yet accessible guide encourages an in depth understanding of marketing analytics from fundamental topics and basic Excel functions to more advanced topics such as AI and predictive analytics Packed with practical examples and easy to follow fully worked problems which demonstrate how theoretical concepts are applied in real world situations this book also includes Industry case studies from leading companies like Zappos Amazon Netflix and Spotify providing insights into how marketing analytics is applied in various industries Exercises activities and discussion questions to reinforce learning A focus on open access tools and career prospects which encourages readers to develop further This no nonsense guide minimises the intimidation factor of complex formulas and instead focuses on practical real world applications making it essential reading for Marketing students and anyone looking to upskill Dr Rahul Pratap Singh Kaurav is Associate Professor at FORE School of Management New Delhi India Dr Asha Thomas is an Assistant Professor at Wroclaw University of Science and Technology WUST Poland

*Small Business Marketing Kit For Dummies* Barbara Findlay Schenck,2012-09-04 Harness the power of marketing and watch your business grow Having your own business isn t the same as having customers and one is useless without the other Whether your business is a resale store or a high tech consulting firm a law office or a home cleaning service in today s competitive environment strategic marketing is essential If you want your small business to grow you need a marketing strategy that works But how do you get people to notice your business without spending a fortune Packed with savvy tips for low cost high impact campaigns this friendly guide is your road map to launching a great marketing campaign and taking advantage of the newest technologies and avenues for outreach Using social media as a marketing tool Communicating with customers Financing a marketing campaign The companion CD includes tools and templates to give you a jump start on putting your new skills to work If you re looking to give your small business marketing plan an edge over the competition Small Business Marketing Kit For Dummies has you covered CD ROM DVD and other supplementary materials are not included as part of the e book file but are available for download after purchase

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**Marketing GPS Navigating to Success for Small Business** Tom Schwing,2025-03-18 Why should you read Marketing

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of taking chunks of data generated by your customers and making sense of it getting it to speak to you creating insight into what types of marketing or general business actions you can take to make your business more profitable We ll be talking about action oriented ideas you can generate on your own to drive sales and profits ideas that will reveal themselves by analyzing your own customer data using only a spreadsheet We have all heard how important it is to collect customer data to know your customer What I don t hear much about is what exactly you DO with all that data once you have collected it How is it used What exactly is Drilling Down into the data supposed to tell me and what am I looking for when I get there For that matter what data should I be collecting and how will I use it when I have it And how much is this process going to cost me The following list outlines what you will learn and be able to do after reading the Drilling Down book What data is important to collect about a customer and what data is not How to create action oriented customer profiles with an Excel spreadsheet How to use these profiles to plan marketing promotions How to use these profiles to define the future value of your customers How to use these profiles to measure the general health of your business How to use these profiles to encourage customers to do what you want them to How to predict when a customer is about to defect and leave you How to increase your profits while decreasing your marketing costs How to design high ROI Return on Investment marketing promotions How to blow away investors with predictions of the future profitability of your business Table of Contents Chapter 1 What s a Customer Profile Chapter 2 Data Driven Marketing Customer Retention Basics Chapter 3 The Language of Data The Science of Profit Chapter 4 Interactivity Changes the Rules of the Game Chapter 5 How to Build a Customer Profiling Spreadsheet Chapter 6 How to Profile Score Your Customers Chapter 7 Marketing Using Customer Scores Basic Approach Chapter 8 Using Customer Characteristics and Multiple Scores Chapter 9 Watching Scores over Time Customer LifeCycles Chapter 10 Customer Scoring Grids Profiling on Steroids Chapter 11 Calculating and Using LifeTime Value in Promotions Chapter 12 Turning Profiles into Profits the Staging Area Chapter 13 Turning Profiles into Profits the Financial Model Chapter 14 Turning Profiles into Profits Financial Tweaks Chapter 15 Measuring Success in Best Customer Promotions Chapter 16 Some Final Thoughts Seasonal Adjustments to Marketing Promotions Don t Fight Customer Behavior CRM Software and Customer Scoring Data Driven Marketing Program Descriptions There s more Automate the basic customer scoring process on large groups of customers Use the software included free with this edition Windows OS and MS Access and Excel required to run the software

*The Business of Ecotourism* Carol Patterson,2002      *Profitable Advertising* ,1894      *Industrial Marketing* ,1959      *The American Philatelist* ,1889      **Catalogue of Title-entries of Books and Other Articles Entered in the Office of the Librarian of Congress, at Washington, Under the Copyright Law ... Wherein the Copyright Has Been Completed by the Deposit of Two Copies in the Office** Library of Congress. Copyright Office,1975      **Marketing & Media Decisions** ,1983      **Evaluation of Actions Taken, Department of Revenue, July 1999 Sales Tax Performance Audit, as of January 2001** Colorado. Office of State Auditor,2001      **Excel for Marketing Managers** Ivana Taylor,Bill

Jelen,2006-01-01 The most powerful Microsoft Excel features that can be used to sort through data to produce meaningful marketing analyses are outlined in this manual Marketing managers will learn the math functions to produce budgets and forecasts and how to use survey analysis to quickly spot trends using pivot tables and other analysis tools Ideas for launch schedules life cycle management and other date related information are also presented Iron Age ,1899 *Managing the Farm* ,1989 **The Balance Sheet** ,1980 *Annotated Ontario Securities Legislation 2001* McCarthy Titrault,2001

This book delves into Spreadsheet Marketing. Spreadsheet Marketing is a vital topic that needs to be grasped by everyone, from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Spreadsheet Marketing, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:

- Chapter 1: Introduction to Spreadsheet Marketing
- Chapter 2: Essential Elements of Spreadsheet Marketing
- Chapter 3: Spreadsheet Marketing in Everyday Life
- Chapter 4: Spreadsheet Marketing in Specific Contexts
- Chapter 5: Conclusion

2. In chapter 1, this book will provide an overview of Spreadsheet Marketing. The first chapter will explore what Spreadsheet Marketing is, why Spreadsheet Marketing is vital, and how to effectively learn about Spreadsheet Marketing.
3. In chapter 2, the author will delve into the foundational concepts of Spreadsheet Marketing. This chapter will elucidate the essential principles that must be understood to grasp Spreadsheet Marketing in its entirety.
4. In chapter 3, this book will examine the practical applications of Spreadsheet Marketing in daily life. This chapter will showcase real-world examples of how Spreadsheet Marketing can be effectively utilized in everyday scenarios.
5. In chapter 4, the author will scrutinize the relevance of Spreadsheet Marketing in specific contexts. This chapter will explore how Spreadsheet Marketing is applied in specialized fields, such as education, business, and technology.
6. In chapter 5, this book will draw a conclusion about Spreadsheet Marketing. The final chapter will summarize the key points that have been discussed throughout the book.

This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Spreadsheet Marketing.

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