

Zone Marketing Planning

Instructions: Estimate the total number of website visits from each source by month for the next six months. Then estimate the number of lead that will be generated from each source. Once you have the total leads, estimate the conversion rate from lead to sale and enter the projected number of sales and total revenue.

Website Visits by Month	January	February	March	April	May	June	Summary
Digital Advertising							
Website and SEO							
Social Media							
Email							
Other							
Total Visitors							

Leads by Month							
Digital Advertising							
Website and SEO							
Social Media							
Email							
Other							
Total Leads							

Lead to Sale Conversion Rate (%)							
Total Sales							
Average Sale Price							
Total Revenue							

Media Budget Planner	January	February	March	April	May	June	Summary
Digital Advertising							