Zone Weekly Marketing Results Scorecard

Instructions: For each week of each campaign, record the number of Website visits and leads/conversions. Total the visits, conversions, sales and revenue generated each week.

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15
Week Ending Date															
Total Visits															
Total Conversions															
Total Sales															
Total Revenue															
Organic Visits															
Organic Conversions															
Other Website Visits															
Other Website Conversions															
Advertising PPC Visits															
Phone Calls															
Advertising PPC Conversions															
Email Visits															
Email Form Submissions															
Social Visits															
Social Conversions															