

# EVALUATION WORKSHEET

On this sheet, list each individual goal or marketing tactic included in your strategy. Identify which metric/KPI(s) you'll use to track performance and how often you'll look at the metrics to determine if you need to adjust your strategy.

**Goal/Tactic** \_\_\_\_\_  
**Metric/KPI** \_\_\_\_\_  
**Frequency** \_\_\_\_\_

**Goal/Tactic** \_\_\_\_\_  
**Metric/KPI** \_\_\_\_\_  
**Frequency** \_\_\_\_\_

**Goal/Tactic** \_\_\_\_\_  
**Metric/KPI** \_\_\_\_\_  
**Frequency** \_\_\_\_\_

**Goal/Tactic** \_\_\_\_\_  
**Metric/KPI** \_\_\_\_\_  
**Frequency** \_\_\_\_\_

**Goal/Tactic** \_\_\_\_\_  
**Metric/KPI** \_\_\_\_\_  
**Frequency** \_\_\_\_\_

**Goal/Tactic** \_\_\_\_\_  
**Metric/KPI** \_\_\_\_\_  
**Frequency** \_\_\_\_\_

**Goal/Tactic** \_\_\_\_\_  
**Metric/KPI** \_\_\_\_\_  
**Frequency** \_\_\_\_\_

**Goal/Tactic** \_\_\_\_\_  
**Metric/KPI** \_\_\_\_\_  
**Frequency** \_\_\_\_\_

**Goal/Tactic** \_\_\_\_\_  
**Metric/KPI** \_\_\_\_\_  
**Frequency** \_\_\_\_\_

**Goal/Tactic** \_\_\_\_\_  
**Metric/KPI** \_\_\_\_\_  
**Frequency** \_\_\_\_\_

**Goal/Tactic** \_\_\_\_\_  
**Metric/KPI** \_\_\_\_\_  
**Frequency** \_\_\_\_\_

**Goal/Tactic** \_\_\_\_\_  
**Metric/KPI** \_\_\_\_\_  
**Frequency** \_\_\_\_\_

