## A DEFINITIVE GUIDE TO CREATING A MARKETING STRATEGY

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