

MONTH/YEAR:

Google Ads Campaigns	CPC	CTR	Spend
Brand Campaign:			
Direct Campaign:			
Direct Campaign:			

Email Marketing Campaigns	Received	Read	Clicked

Facebook Activity/KPIs	#
Likes	
Standard Posts	
Boosted Posts	
Ad Campaigns	
Ad Spend	

Instagram Activity/KPIs	#
Followers	
Standard Posts	
Boosted Posts	
Stories Posts	
Ad Spend	
Hrs Engaging	

YouTube Activity/KPIs	#
Subscribers	
Watch Time	
Views	
New Posts (Public)	
Ad Spend	

LinkedIn Activity/KPIs	#
Followers	
Standard Posts	
Boosted Posts	
Ad Campaigns	
Ad Spend	

Twitter Activity/KPIs	#
Followers	
Tweets	

Website Analytics Activity/KPIs	#
Visitors	
Blogs/Articles	
Average Time	
Pages Per Visit	
Conversions	

Notes: