Marketing Plan | Evaluation | Step 3

Date: ___________________________________________ ______________________

Project Name: _________________________________________________________

Project Manager: _______________________________________________________

Notes on marketing methods on reach and effectiveness.
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Was there a level of engagement from your target audience?
________________________________________________________________________

What were sales numbers/number of participants? __________________________

What worked well? _______________________________________________________

What would you change next time? ________________________________________

Additional thoughts: _____________________________________________________
________________________________________________________________________
________________________________________________________________________