



National Association of Bar Executives  
Connecting Professionals, Providing Solutions

## Marketing Plan | Evaluation | Step 3

Date: \_\_\_\_\_

Project Name: \_\_\_\_\_

Project Manager: \_\_\_\_\_

Notes on marketing methods on reach and effectiveness.

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Was there a level of engagement from your target audience?

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What were sales numbers/number of participants? \_\_\_\_\_

What worked well? \_\_\_\_\_

What would you change next time? \_\_\_\_\_

Additional thoughts: \_\_\_\_\_

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