

General marketing board reporting template

This marketing board reporting template is your tool for data-driven revenue growth. It consolidates critical marketing metrics and insights, enabling strategic decisions, budget management, and actionable recommendations. Customize it to your needs, collaborate with your team, and use it as your guide to optimizing marketing efforts and enhancing ROI.

Report title:

Report period: Month/Quarter, Year

Report date:

Key highlights:

- Summarize the most important insights and achievements from the reporting period.
 - Include any notable successes, challenges, or opportunities.
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Goals and objectives:

- List the marketing objectives and KPIs set for the reporting period.
- Indicate whether these objectives were met or not.

Section	Contents	Data
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Executive summary

Overview of key metrics and KPIs

- Provide a snapshot of the main KPIs. Include metrics like ROI, CTR, and Conversion Rate.
- Compare to previous periods and targets.

High-level results summary

Result 1:

Result 2:

Result 3:

Key takeaways and insights

Takeaway 1:

Takeaway 2:

Takeaway 3:

Market overview

Analysis of market size, growth, segmentation

Market size:

Growth:

Segments:

Industry and technology trends

Trend 1:

Trend 2:

Trend 3:

Competitor landscape and positioning

Competitor 1:

Competitor 2:

Competitor 3:

Brand performance

Brand awareness and familiarity metrics

Awareness:

Familiarity:

Consideration and favorability scores

Consideration:

Favorability:

Market share analysis and growth

Market share:

Growth:

Performance vs. category growth

Category growth:

Brand growth:

**Marketing channel
performance**

Traffic, leads, conversions for each channel

Channel 1 traffic:

Channel 2 leads:

Channel 3 conversions:

ROI and effectiveness of each channel

Channel 1 ROI:

Channel 2 effectiveness:

Opportunities and recommendations per channel

Channel 1 opportunities:

Channel 2 recommendations:

**Campaign
performance**

Results overview for each campaign/initiative

Campaign 1 results:

Campaign 2 results:

Budget, spend, ROI per campaign

Campaign 1 budget:

Campaign 2 ROI:

Performance vs. goals per campaign

Campaign 1 goals:

Campaign 2 performance:

Key learnings and optimizations

Campaign 1 learnings:

Campaign 2 optimizations:

**Customer and
audience Insights**

Demographic and psychographic data

Demographics:

Psychographics:

Customer journey maps and personas

Journey map:

Persona 1:

Persona 2:

Voice of customer (surveys, reviews, feedback)

Survey feedback:

Reviews:

Customer preferences and behaviors

Preferences:

Behaviors:

Competitive intelligence

Overview of key competitors

Competitor 1

Competitor 2

Competitor 3

Competitor product offerings, pricing

Offerings:

Pricing:

Competitor campaigns and positioning

Campaigns:

Positioning:

Implications and recommendations

Implications:

Recommendations:

Financials

Marketing budget vs. actual spend

Budget:

Actual spend:

Marketing contribution to revenue

Contribution:

Marketing ROI and effectiveness

ROI:

Effectiveness:

**Priorities and
recommendations**

Key strategic initiatives and priorities

Initiatives:

Areas of focus and improvement

Focus areas:

Improvements:

Marketing optimization opportunities

Opportunities:
