

# MARKETING SCORECARD

A diagram consisting of a large square divided into four equal quadrants by a horizontal and a vertical line. Each quadrant contains a smaller square in its top-left corner. The top-left quadrant's small square contains the number '1', the top-right contains '2', the bottom-left contains '3', and the bottom-right contains '4'. All lines and numbers are blue.



\*Put a tally in a box each time you do a marketing activity worth the corresponding amount of points. Fill out what each activity was on the next page.

# MARKETING SCORECARD

# POINTS

## ACTIVITY DESCRIPTION

DATE



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# MARKETING *SCORECARD*

ACTIVITIES = ??? POINTS

1

Wore MPM apparel to a marketing or business event  
Emailed an old client  
Sent the team an event invite

2

Called an old client  
Referred MPM to someone  
Told MPM about a sponsorship opportunity  
Shared the firm social media or website with someone  
Wrote a vignette for the website  
Exchanged business information with someone new  
Sent Jodi a name for a PI Pipeline Lunch  
Sent a follow up email to a new business connection  
Added a new FAQ to the website

3

Sent a hand written thank you note  
Attended any marketing or business event  
Wrote up a blog post to add to the website  
Created something for the firm social media  
Shared your laser speech with someone

4

Planned AND attended a marketing event or lunch  
Presented at an event while representing MPM  
Planned a segment for Reaching for the Top  
Obtained a 5 star review  
Shared a new marketing idea with the team  
Organized a firm bonding experience