KPI Worksheet

Using the table below, fill in the following:

- The goal of your campaign
- The necessary steps in your marketing funnel to build towards that goal
- The tactics that fit within each step in the funnel
- The key performance indicators for each tactic that show positive or negative momentum towards your goals

Goal: ...

Step In Funnel	Tactic	KPIs
Awareness	Paid Advertising	Ad Impressions
...		