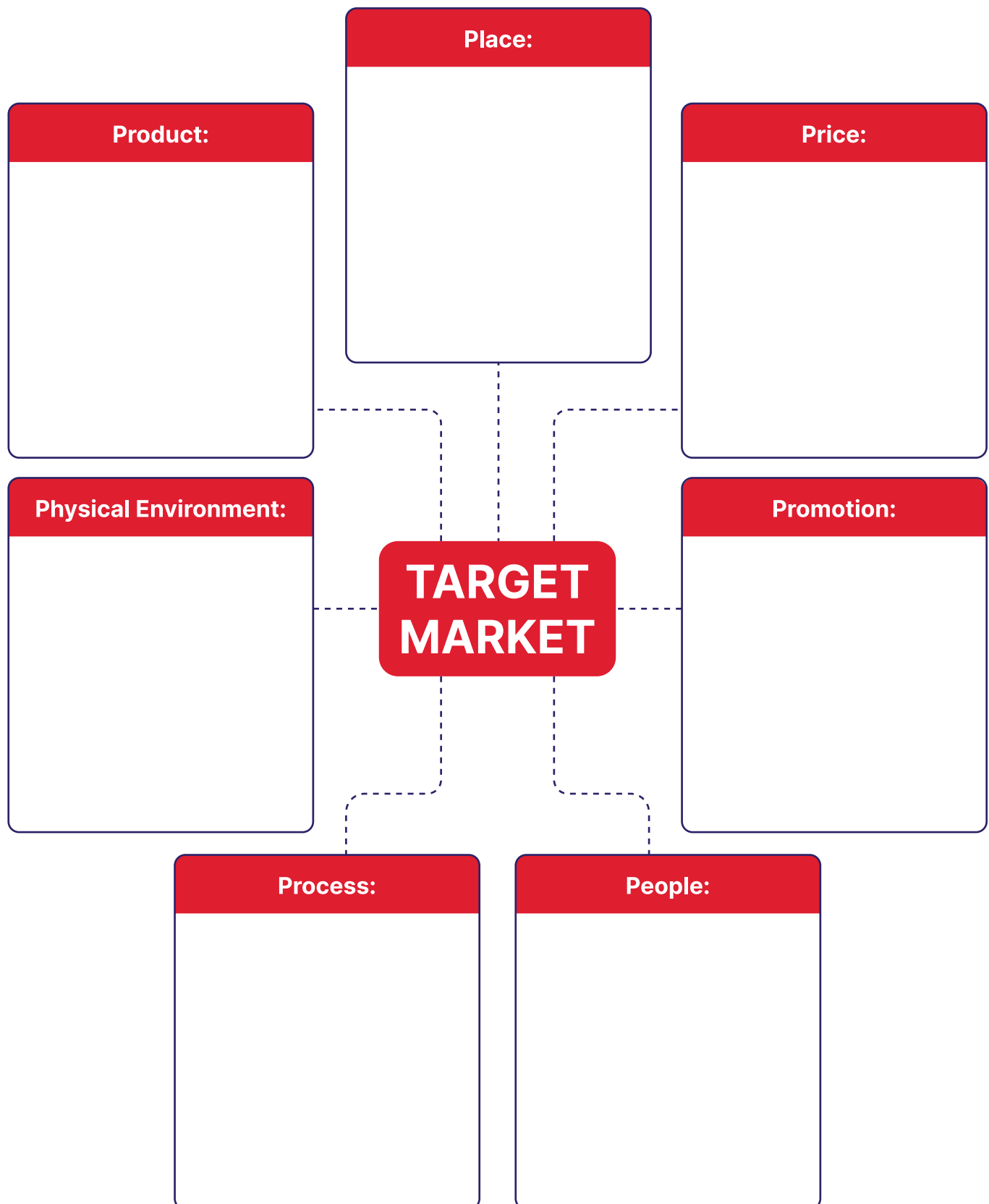


Printable Marketing Sheets

Plan campaigns, track performance, optimize results and **take your marketing to the next level!**

THE
Biz
Sheets

THE 7P'S OF MARKETING MIX PROCESS



SOCIAL MEDIA CONTENT PLANNER

MONTH:

	SUN	MON	TUE	WED	THU	FRI	SAT
KEY DATE							
GRID POST							
STORIES							
REELS							
TIKTOK							

IDEAL
CUSTOMER
PERSONA



Profile Name	
Age	Gender
Marital Status	Children
Occupation	
Job Title	
Location	
Annual Income	
Education Level	

General Interests

Problem & Challenges

Goals & Values

Sources Of Information

IDEAL CUSTOMER PERSONA

MARKETING CAMPAIGN PLANNING CANVAS

Campaign name:	Creative concept:							
		Start date:	End date:	Campaign elements:			Budget/Cost:	
				Assets required, team:	Kpi's metrics:			
				Goal:				
				Call to action(cta):	Channels:			
		Target audience:			Roi/Revenue:			

CUSTOMER JOURNEY MAP

Company		Date					
STAGE	LOYALTY						
CUSTOMER GOAL	USAGE						
CUSTOMER BEHAVIOUR	DELIVERY						
EXPERIENCE	DECISION						
COMPANY GOAL	CONSIDERATION						
COMPANY ACTIVITIES	ORIENTATION						
KPI'S	NEED						

The purpose of a customer journey map is to visualize and understand the end-to-end experience of customers, identifying pain points and opportunities for improvement.

TARGET AUDIENCE PROFILE

Customer Profile

Gender:

Age Range:

Income Level:

Education Level:

**Relationship
Status:**

**Location
(Country):**

Job Title:

**What is their
biggest problem?**

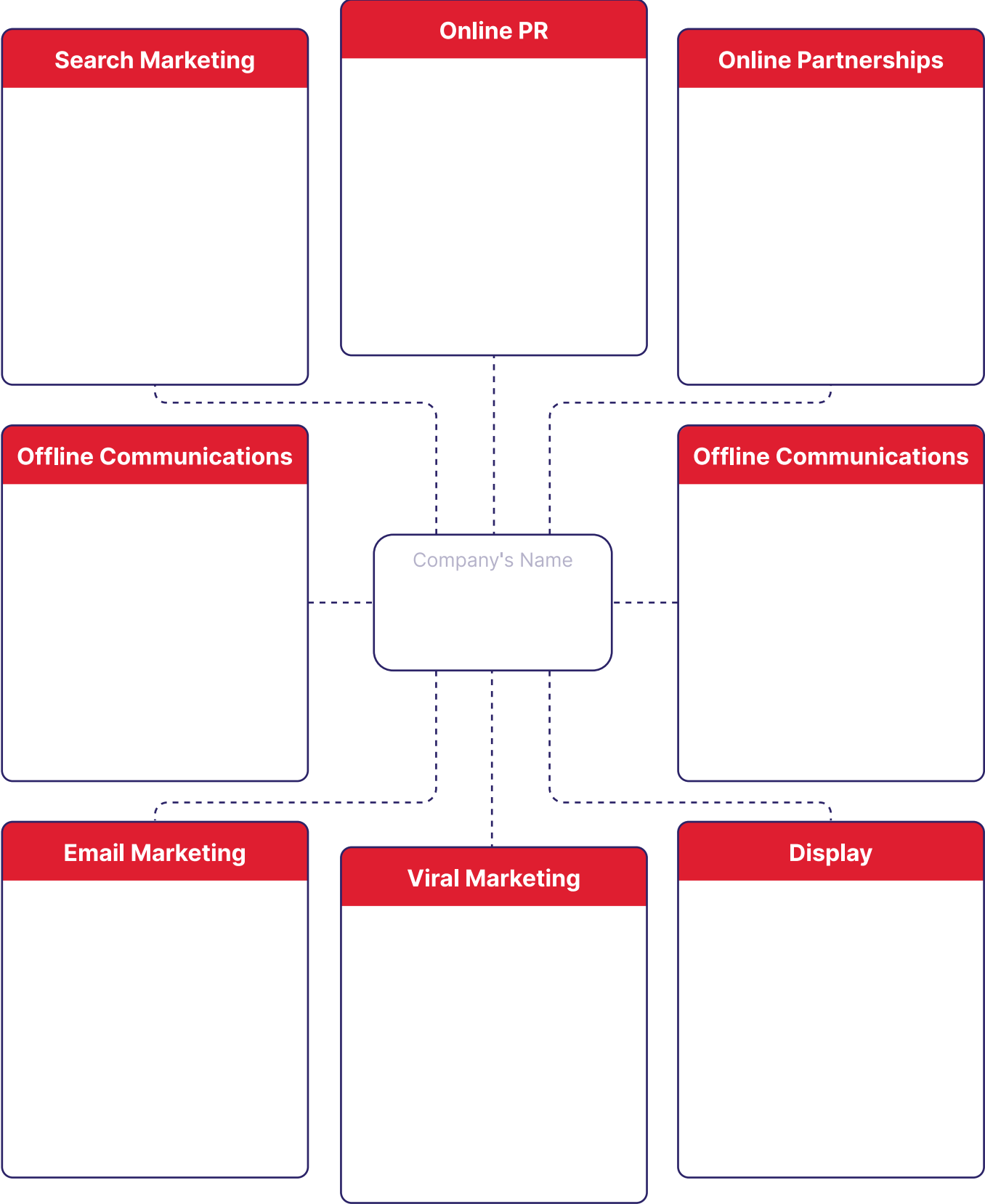
**What is their desire,
want, or goal?**

**What have they tried before
to accomplish this?**

**What are their
purchasing behaviors?**

These questions provide deep insights into the motivations, needs, and challenges of the target audience, helping to create a more impactful marketing and product strategy.

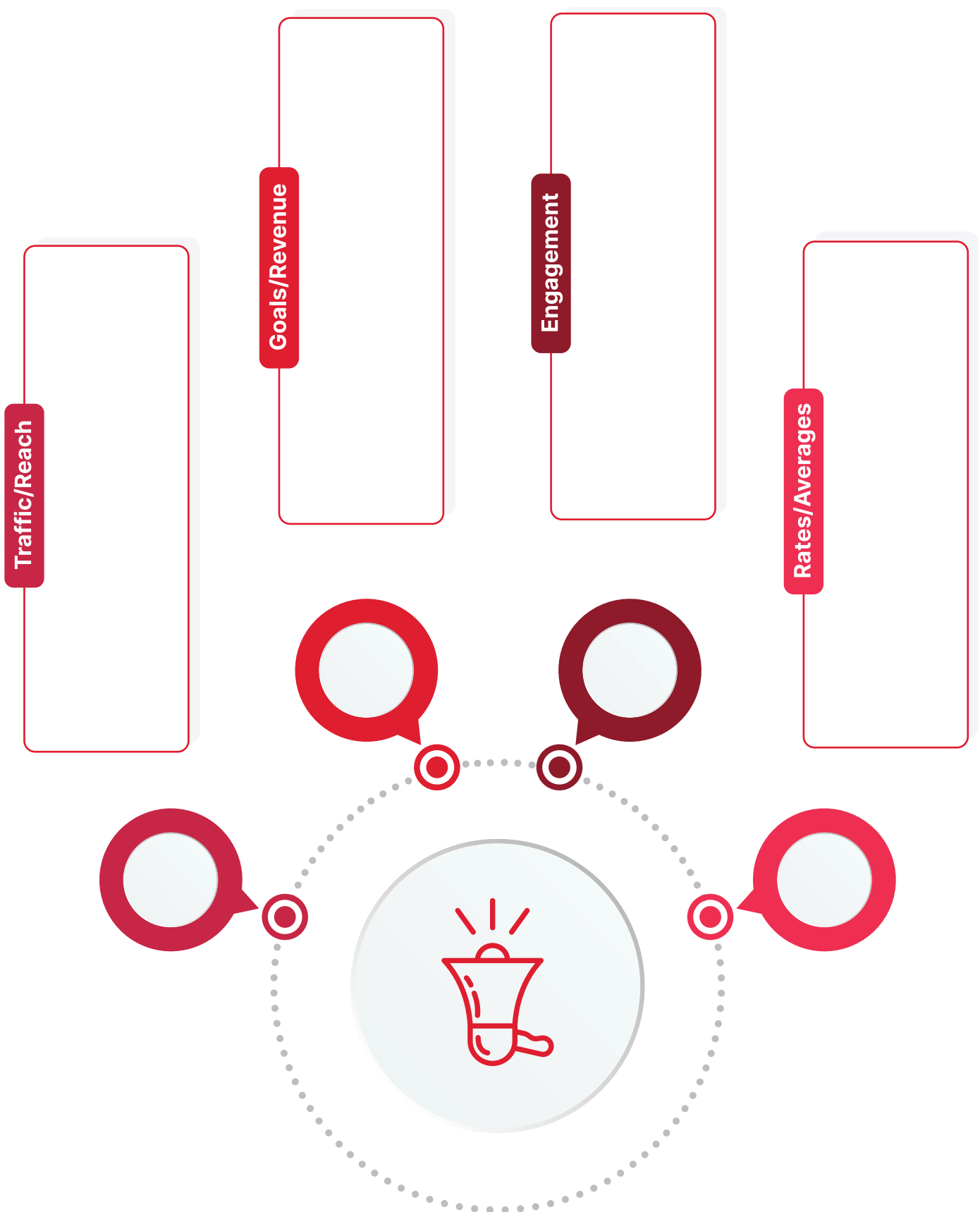
MARKETING ECOSYSTEM TEMPLATE



MARKETING CAMPAIGN PLANNER

Company:	Date:	Success Metric	
		CTA	
		Channels Used	
		Start & End Date	
		Target Audience	
		Objective	
		Campaign Name	
		NOTES	

MARKETING METRICS



MARKETING CALCULATIONS TEMPLATE



**Customer
Aquisition**

(%Previous Period/%Present Period)



**Revenue
Growth**

(%Previous Period/%Present Period)



**Customer
Satisfaction**

(Insert Customer Satisfaction from 1/10 Previous
Period / Present Period)



**Customer
Retention Rates**

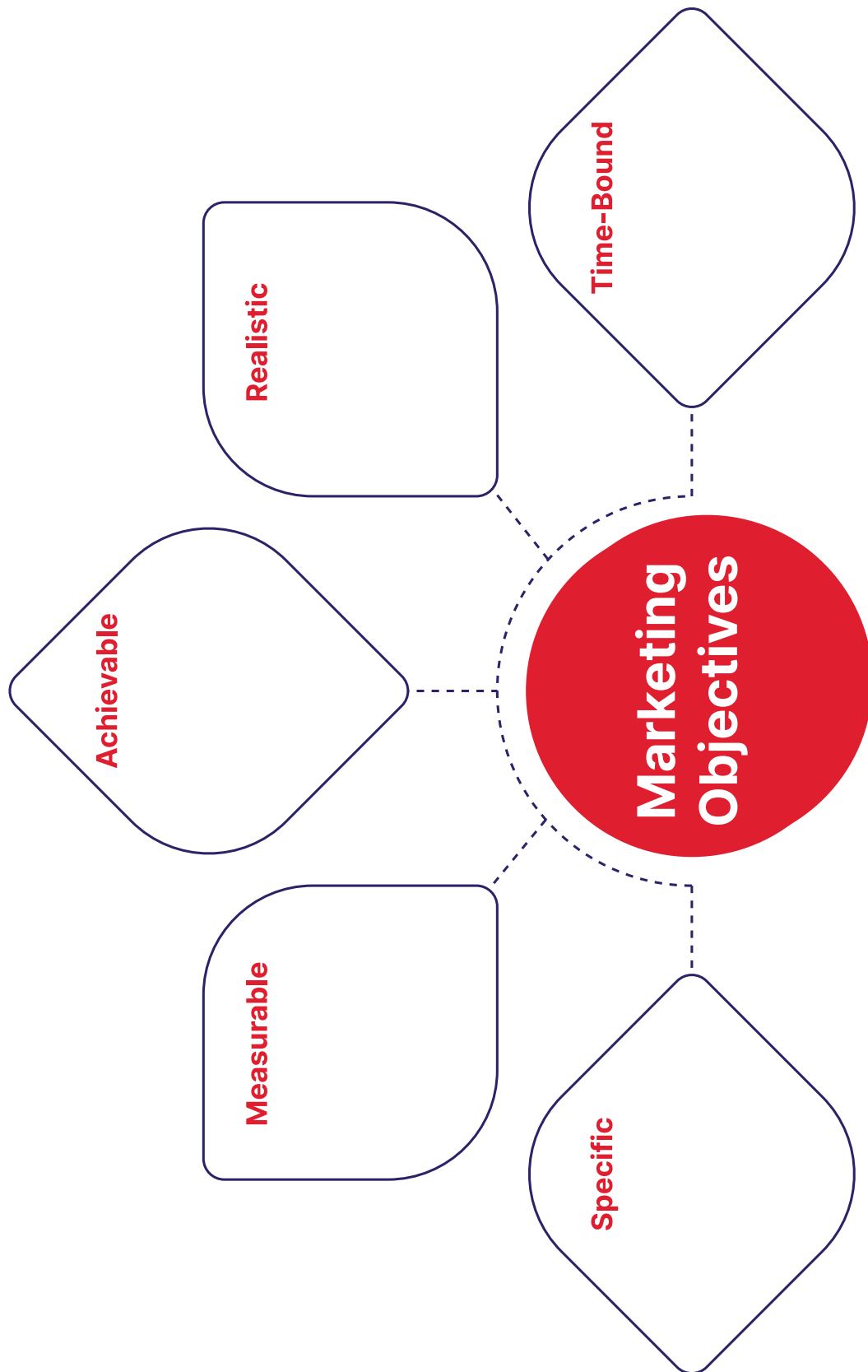
(%Previous Period/%Present Period)



**Return on
Investment**

(%Previous Period/%Present Period)

MARKETING OBJECTIVES



POST PLANNER

Post Title:

Date Created:

Topic:	
Platform:	
Publish Date:	

DESCRIPTION

CHECKLIST

☐	
☐	
☐	
☐	
☐	
☐	
☐	

HASHTAGS/KEYWORDS:
LINKS TO INCLUDE:

NOTES

--

SOCIAL MEDIA PLATFORMS TEMPLATE

PLATFORM:	
USERNAME:	PASSWORD:
EMAIL:	OTHER INFO:
PHONE:	
DEVICES USED:	

PLATFORM:	
USERNAME:	PASSWORD:
EMAIL:	OTHER INFO:
PHONE:	
DEVICES USED:	

PLATFORM:	
USERNAME:	PASSWORD:
EMAIL:	OTHER INFO:
PHONE:	
DEVICES USED:	

PLATFORM:	
USERNAME:	PASSWORD:
EMAIL:	OTHER INFO:
PHONE:	
DEVICES USED:	

POSTING SCHEDULE

MONDAY					
TUESDAY					
WEDNESDAY					
THURSDAY					
FRIDAY					
SATURDAY					
SUNDAY					

CAMPAIGN TRACKER

Campaign Name:	Date Created:													
	Start Date:													
	End Date:													
	Product:													
	Platform:													
	Cost:													
	Revenue:													
	Profit:													
	ROAS:													

POST TIMEFRAME

Platform:

Date Created:

SUNDAY	
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	

BEST DAY OF THE WEEK

NOTES

SOCIAL MEDIA OVERVIEW

Platform:

Date Created:

ABOUT

SOCIAL HANDLES











COMPETITION

TARGET AUDIENCE:	
GENDER:	LOCATION:
AGE:	INTERESTS:
MARITAL STATUS:	OTHER:
INCOME:	

CAMPAIGN MANAGER

Campaign Name:

Start Date:

End Date:

Total Days:

Daily Budget:

Total Budget:

Platform:

Description

Target Audience

GENDER:

AGE:

LOCATION:

MARITAL STATUS:

CHILDREN (Y/N):

INCOME:

INTERESTS:

Success:

Revenue Earned:

Link Clicks:

Likes:

Comments:

Notes



CONTACT LIST



Name & Address



Contact Numbers + Email

NAME:	OFFICE:
	PHONE:
	HOME:
	EMAIL:

NAME:	OFFICE:
	PHONE:
	HOME:
	EMAIL:

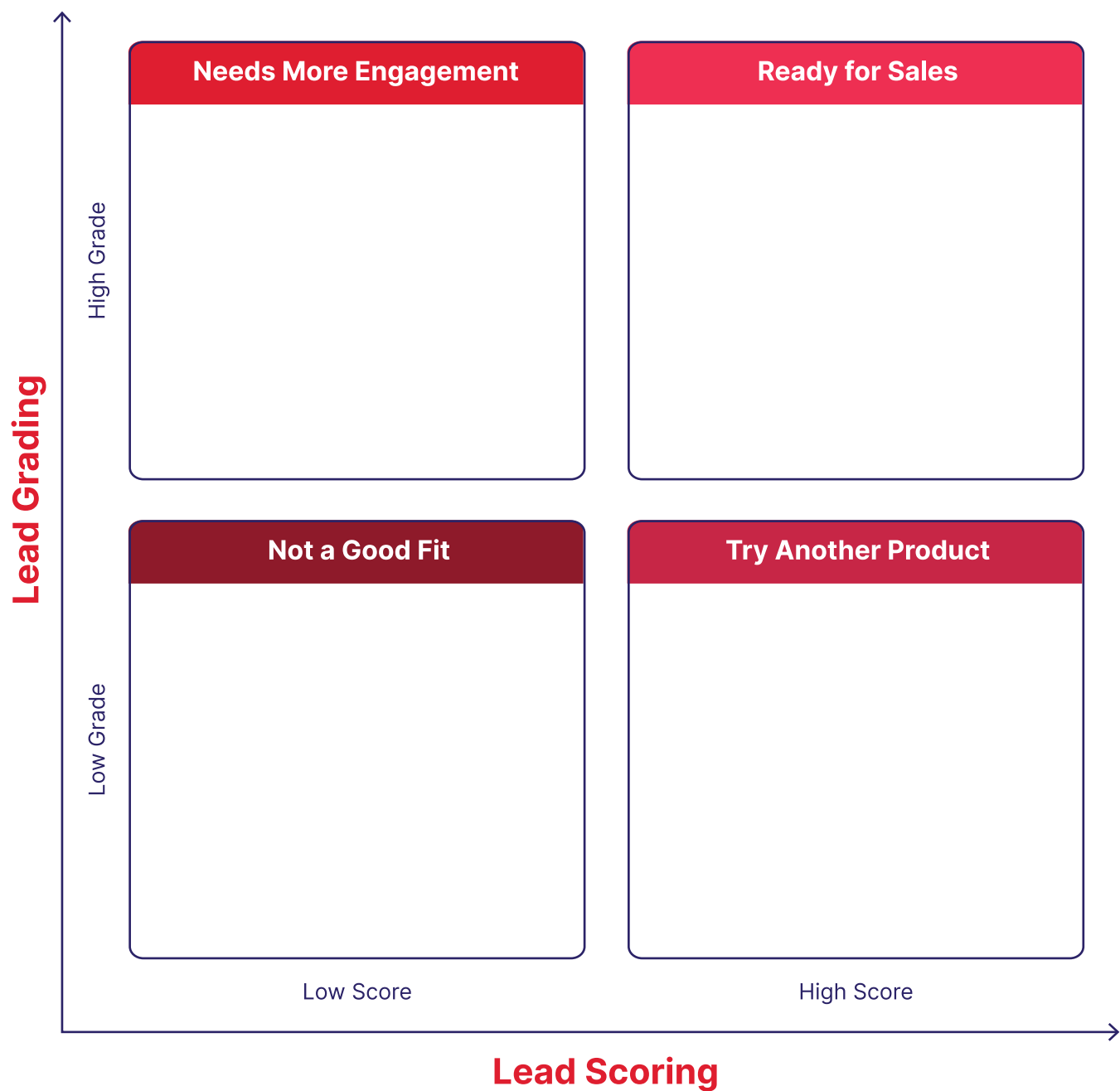
NAME:	OFFICE:
	PHONE:
	HOME:
	EMAIL:

NAME:	OFFICE:
	PHONE:
	HOME:
	EMAIL:

NAME:	OFFICE:
	PHONE:
	HOME:
	EMAIL:



LEAD GRADING TEMPLATE



LEAD SCORING TEMPLATE

01

Best leads to immediate sales attention?

02

Segment for leads created by marketing campaigns?

03

Leads For Re-engaging?

04

React to subsequent data enrichment.

05

Prove Marketing is delivering leads that Sales asked for?

LEAD TIMELINE



Customer

Time for order confirmation.



Material

Time to place & receive material.



Factory

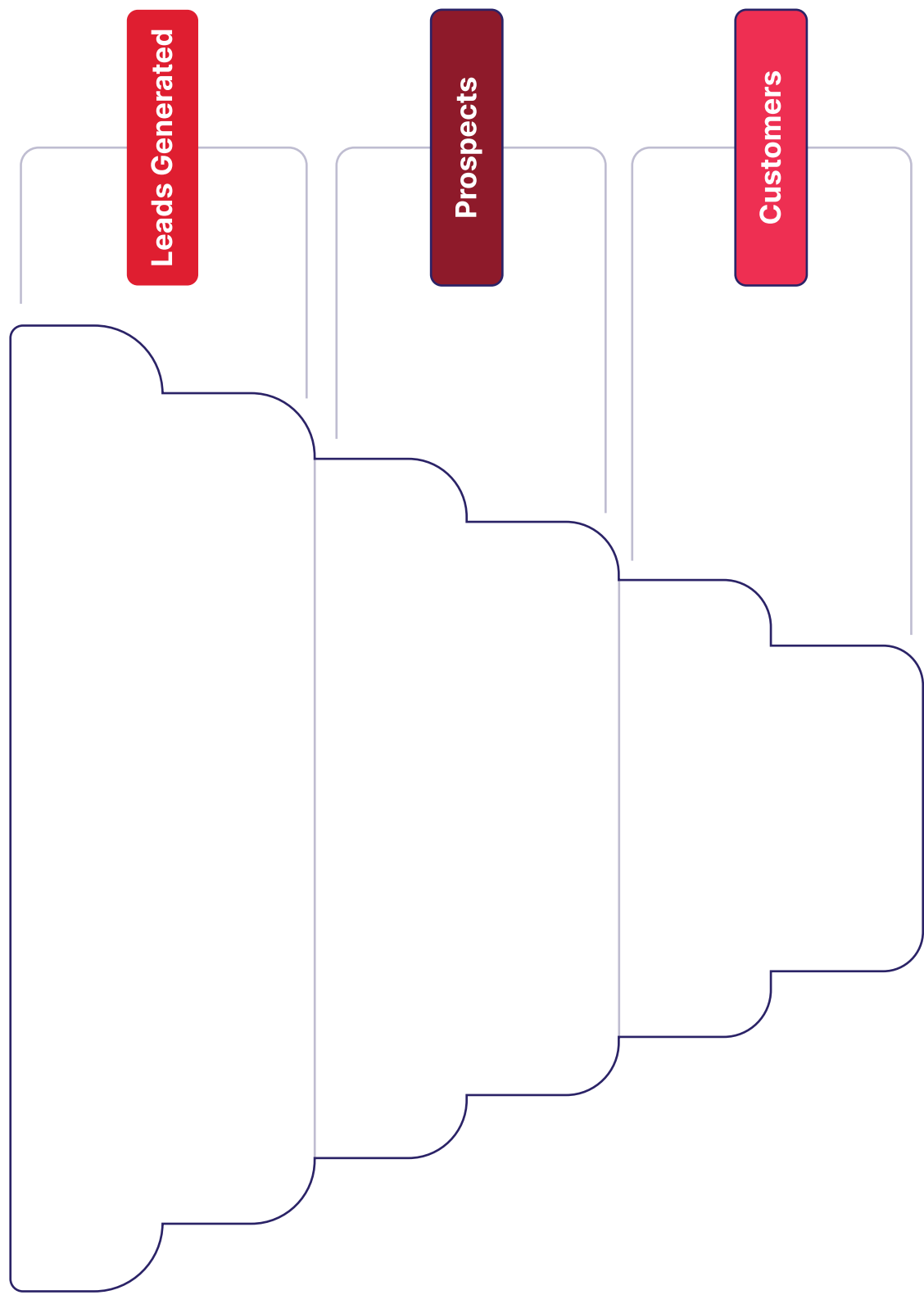
Time to produce & deliver.



Cumulative

Includes all the above lead times.

LEADS PIPELINE TEMPLATE



LEAD QUALIFICATION

MQLs

Marketing Qualified Leads

SQLs

Sales Qualified Leads

PQLs

Product Qualified Leads

CQLs

Conversion Qualified Leads

NOTES



DIGITAL MARKETING ENGAGEMENT TEMPLATE

Digital

Mobile

Traditional

Social

SOCIAL MEDIA POST BRAINSTORM

PLATFORM:	
POST IDEA:	VISUAL CONCEPT: HASHTAGS:
HOOK:	
CTA:	

PLATFORM:	
POST IDEA:	VISUAL CONCEPT: HASHTAGS:
HOOK:	
CTA:	

PLATFORM:	
POST IDEA:	VISUAL CONCEPT: HASHTAGS:
HOOK:	
CTA:	

PLATFORM:	
POST IDEA:	VISUAL CONCEPT: HASHTAGS:
HOOK:	
CTA:	

MONTHLY MARKETING GOALS TRACKER



Goal

--



Target Number

--



Actual

--



Status

--

AD COPYWRITING SHEET

PLATFORM:

HEADLINE IDEAS:

VALUE PROP:

BODY TEXT:

CTA:

PLATFORM:

HEADLINE IDEAS:

VALUE PROP:

BODY TEXT:

CTA:

PLATFORM:

HEADLINE IDEAS:

VALUE PROP:

BODY TEXT:

CTA:

VISUAL NOTES:

BRAND VOICE GUIDE NOTES

Tone

Do Say

Don't Say

Example Phrases

CUSTOMER JOURNEY MAPPING SHEET

CONTENT IDEAS

EMOTIONS

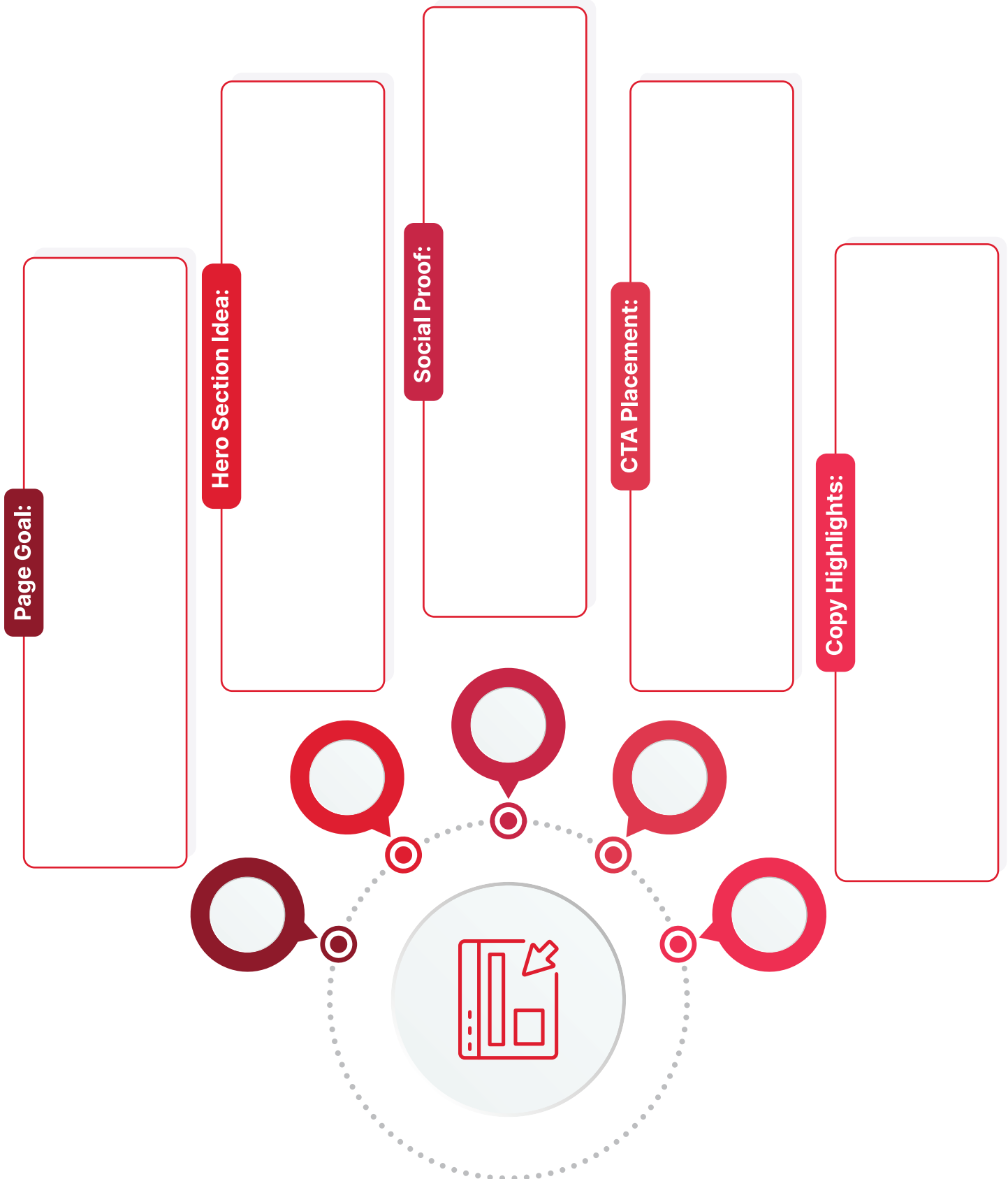
POST-SALE

SALE / PURCHASE

PRE-SALE



LANDING PAGE WIREFRAME NOTES



VIDEO SCRIPT PLANNER

DETAILS	
Project Name	
Company	
Date & Time	Place

VIDEO TITLE	HOOK
KEY POINTS	VISUAL CUES
CTA	PLATFORM



B2B MARKETING

Define Goal					
Analyze Context					
Strategic Options					
Plan Resources					
Implement					
Measure & Modify					

B2B DIGITAL MARKETING STRATEGY

Agile Strategic Planning

B2B SEO

Content Marketing

Real-Time Data

YOUTUBE PLANNER

Title:

Date Created:

Topic:	
Duration:	
Keywords:	

DESCRIPTION

SUPPLIES

☐	
☐	
☐	
☐	
☐	
☐	

LINKS

- ☐ FILM
- ☐ VOICEOVER
- ☐ EDIT
- ☐ THUMBNAIL
- ☐ DESCRIPTION
- ☐ TAGS
- ☐ UPLOAD

NOTES

SEO KEYWORD RESEARCH SHEET

KEYWORD	VOLUME
COMPETITION	INTENT (INFORMATIONAL)
INTENT (TRANSACTIONAL)	CONTENT IDEA

NOTES