

2016 Personal Marketing Score Card

	Marketing Vehicle/Activities	Goal Per Month	Total Annual	Monthly Average	Score Your Success	Comments
Social Media	Facebook Posts					
	New Facebook Followers/Likers					
	LinkedIn Articles Published					
	LinkedIn Posts					
	New LinkedIn Connections					
	Twitter Posts					
	Twitter Likes/Retweets					
	New Twitter Followers					
Blog	Blogs					
	New Blog Subscribers					
	Blog Comments					
Video	Videos					
	YouTube Videos					
	New YouTube Subscribers					
	Published Videos					
Email	Newsletters					
	Email Blasts					
PR/Articles	Published Articles					
	Print Media Quotes/Interviews					
	TV/Radio Interviews					
Networking	Networking Meetings Attended					
	One-on-One Networking Meetings					
Trade Shows	Trade Shows Attended					
	Trade Shows Exhibited					
Events	Seminars (Hosted)					
	Client Appreciation					
	Party/Open House					
	Retreats					
	Promotional Events					
Speaking	Speaking Engagements and Seminars					
Advertising	Print Advertisements					
	TV or Radio Advertisements					
	Online Advertisements					
Marketing Materials	Website Updates					
	Bio Update					
	Collateral Updates					
	News Pieces of Marketing Collateral Created					
	New Headshot or Photos					
Marketing & Professional Education	Marketing Podcasts Listened					
	Educational Programs Attended					
	Conferences Attended					
	Marketing Books Read					