Weekly Marketing Scorecard

Measurement	Goal	Current Week	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
Blogging Measures														
New blog posts														
Blog views														
Landing page views														
Landing page submissions														
New names to the database														
Requests for contact														
Lead Scores														
Marketing Qualified Leads (MQL's)														
Sales Qualified Leads (SQL's)														