

Tracking, Advertising and Promotion Activities, Results and Dollars

Month _____

| Mode/Item | Date | # Contacts | # Clients | # Referrals | Cost |
|---------------------------|------|------------|-----------|-------------|------|
| General Networking | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| Organizations | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| Volunteer | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| Direct Mail | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| Ads | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| Presentations | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| Signage | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| Media | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| Other | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |
| ❖ | | | | | |

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