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MARKETING RESOURCE

Marketing Reporting Framework

One page your board will actually read, and the numbers behind it.

Reporting fails when it shows activity instead of outcomes. This framework separates the three layers of reporting so everyone gets the detail they need and nothing more.

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Layer 1: The board view (one page, monthly)

- Revenue or pipeline influenced by marketing
- Qualified leads versus target
- Cost per qualified lead, trended over 6 months
- Return on marketing spend
- One paragraph: what moved, why, and what happens next

Layer 2: The channel view (weekly)

- Spend, leads and cost per lead per channel
- Conversion rate by landing page
- Search visibility for commercial keyword set
- Creative or campaign winners and losers
- Actions taken this week, with owner and date

Layer 3: The diagnostic view (as needed)

- Funnel drop-off by step
- Lead quality feedback from sales
- Cohort or lifetime value by acquisition source
- Test log: hypothesis, result, decision

Rules that keep reporting honest

- Every metric has an owner and a target
- No metric appears without the decision it informs
- Vanity metrics live in the appendix or nowhere
- If a number cannot be trusted, say so in the report
- Commentary is written before the meeting, not during it