

This template can be used to keep track of your marketing projects... where they are and what's their status.

Here is a low-tech tool you can use if you do not use a more complex project management system.

Following is a legend to define the terms defined below.

MGR - This identifies the person in charge of or responsible for the completion of a particular task.

Subtasks - defines subtasks necessary to assure completion of the project

Due - Date due... names your completion dates.

Create your own codes and / or legends, or use these. Remember: Successful firms are successful because they plan and organize their activities.

Marketing Project Status Report

Last Updated: 1/20/2019

#	Priority	Channel	Project / Description	MGR	SUBTASKS	Due	Current Status
1002	1	Direct	(Company) Product Catalog / Magalog	MJ	1. Concepts 2. Write/Design 3. Print 4	28-Sep	Presenting Concepts this week
1005	2	Reseller	Fat BPBI/PC World Review	MJ	1. Stickers for boxes	22-Oct	Need to rethink current box stickers
1006	1	Direct	(Company) pocket flyer (to fit #10 envelope)	MJ		ASAP	Done
1007	2	ALNC	Magazine co-marketing			23-Oct	Working with a couple of magazines to run our catalog in their publication, and get 200K extra to use as mailings. Got estimates from Home Office Computing.
1008	2	Reseller	Provide merchandising	MJ/BF/ DS	1. Define materials 2. Create materials 3. Place materials	30-Nov	M.J. to discuss with D.S., N.N, and B.F. materials to resellers Possibly use flyer & pocket-rocket stand
1009	3	Reps	Sales Presentation Book	BF	1. Rep Input		

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