

To optimize your advertising & promotion investment, you should assign each marketing vehicle a unique code number and track the source of every sale.

Put these source keys in your ads or on your promotional pieces in an obvious place where telemarketers can easily refer to it over the phone.

("Please read me the Dept. # above the address label..." or "Find your Catalog Code located in the bottom right corner...").

Use this spreadsheet to assign sales source key numbers for your marketing vehicles; track your promotional efforts; and keep sales staff aware of special offers.

Enter your data in the unprotected blue cells.

Revenue / Sales Source Key Master List

3/5/19

Medium / Title	Issue / Mail List	Source Key	Promo Street Date	Headline	Demographic Test Item(?)	Special Offer in this Promotion or Article	Shipping Offer(?)	Comments
Advertising		1000						
Facebook	Jan-19	1001	1/1/19			[x] for \$59		
Facebook	Feb-19	1002	2/1/19					
Facebook	Mar-19	1003	3/1/19					
Google Adwords		1002						
Linked-In		1002						
Bing		1003						
Alliances / Associations		2000						
ADP	1/1/19	2019						
ILG		2020						
		2021						
Editorial (all media)		3000						
Wall Street Journal	1/1/19	4001						
Flying		4002						
		4003						
Direct Mail		4000						
Upgrade promotion	1/1/19	3001						
Newsletter		3002						
Dog Owners within 100 miles		3003						
Product [x] Postcard		3004			Business address	Buy 2, Take off \$25	2nd Day Air: \$7	Total: 25,000 mailing prices
Events / Trade Shows		5000						
Interbike/Anaheim	1/1/19	5001						
MacWorld/Boston		5002						
Special Promotions		6000						
In box coupon	1/1/19	6001						
		6002						
		6003						
Affiliates		7000						
Website Referral Directory	1/1/19	7001						www.BusinessPowerTools.com
xxx		7002						
Directories		8000						
National Industry Database	1/1/19	5001						
Pac Bell Yellow Pages		5002						
Miscellaneous		9000						
xxx		9001						
xxx		9002						
xxx								
"Unknown" Source		9999						

Medium / Title	Issue / Mail List	Source Key	Promo Street Date	Headline	Demographic Test Item(?)	Special Offer in this Promotion or Article	Shipping Offer(?)	Comments
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