

SERVICE MARKETING CAMPAIGN - ONE PAGE REPORT

Date of Service Camp:	Type of Campaign: Society <input type="checkbox"/> Public Place <input type="checkbox"/> Workshop <input type="checkbox"/>		
Camp Coordinator Name:	Location of Camp:		
Workshop Code:	Dealer Name:	Workshop Location:	

Campaign Objective:

Target Audience:

Overall Campaign Summary

Total Customers Engaged (A)			Manpower Engaged (No.)	
Existing Customers (B)			Total Cost of Campaign (C)	
New Leads Generated (A-B)			Cost per Customer (C/A)	

Society Campaign/Campaign at Workshop

EW/CCP Leads Generated			MI Leads Sold/Generated	
EW/CCP Sold			MI Policies Sold/Renewed	
New Vehicle Enquiries			Average Customer Feedback	
Service Due Customers Identified (Society Campaign)			Service Booking Captured (Society Campaign)	

Campaign at Public Places

Coupons Distributed			Peak Engagement Hours	
Service Due Customers Identified			Service Booking Captured	
			Average Customer Feedback	

Service Load Generated through Campaign:	Revenue Generated through Campaign:
---	--

Campaign ROI (Revenue Generated/Cost of Campaign) :	GM/Workshop Manager Signature
Key Learnings from the Campaign:	
Next Steps:	