



REPORT

FREE

THE ONE-PAGE MARKETING REPORT

The monthly report a board will actually read.

01

THE RULES

Marketing reports fail in one of two ways: too thin to trust, or too thick to read. This template is one page on purpose. The discipline of the page limit is the product.

FIVE RULES

- 1 One page.** If it does not fit, it is analysis, and analysis goes in an appendix nobody is obliged to read.
- 2 Five numbers, maximum.** Chosen once, at the start of the year, against the goals. Not re-chosen monthly to flatter the story.
- 3 Results against the goals agreed at the start.** A number without its target is decoration.
- 4 Underperformance stated plainly.** "Paid social missed the enquiry target by 30 per cent" builds more trust over a year than any amount of framing.
- 5 Same format every month.** Change is only visible against a constant.

MARKETING REPORT | [Month, Year] | Prepared by [name] | [date]

1

THE NUMBERS

MEASURE	TARGET	THIS MONTH	LAST MONTH	ON TRACK?
(up to five rows)				Yes / No / Watch

Commentary prompt: one line per row that is No or Watch, cause not excuse.

2

SPEND

Budget for the month: \$____ | Actual: \$____ | Variance and why, one line.

3

WHAT WORKED

Two or three lines. What, the evidence, and whether it gets more money or attention next month.

Prompt: would you bet next month's budget on this continuing? Write accordingly.

4

WHAT UNDERPERFORMED

Two or three lines. What, the likely cause, and what is being done about it. Plain statements, no softening.

Prompt: if the reader only remembers one line of this report, this section earns the trust that makes the rest believable.

5

NEXT MONTH

Three lines maximum: what changes, what stays, what gets tested.

6

DECISIONS NEEDED FROM YOU

The box that makes the report useful rather than ceremonial. One to three items, each with the decision required, the options, and the date it is needed by. If the box is empty, say "None this month" so silence is deliberate.

- The five measures come from the plan, not the platforms. If the plan has no measures, that is the finding, the strategy reality check on the resources page deals with it.
- Write section 4 first. It is the hardest and it sets the honest tone for the rest.
- Fifteen to thirty minutes monthly once the numbers are automated. If gathering the numbers takes hours, fix the reporting plumbing before fixing the report.
- Send it the same working day each month. Reliability is half the credibility.



If you would rather have this done **with** you
than **to** you, this is the work I do.

START A CONVERSATION

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