

# After Action Marketing Activity Review

Name: \_\_\_\_\_

Date: \_\_\_\_\_

A	Date the ad or promotion ran, or letters were sent out	
B	Name of this marketing activity/campaign	
C	Target Market	
D	Number of letters sent (or readers)	
E	Number of responses	
F	Percent of responses ( <i>Number of responses/Number sent</i> )	
G	Number of sales	
H	Total sales value <i>Price per unit</i> _____ <i>x no. of sales:</i> _____	
I	Less Cost of Fulfillment ( <i>Packaging, product, shipping, etc.</i> )	
J	Less Cost of Promotion or Ad <ul style="list-style-type: none"> <li>• Number of letters: _____ x stamp/letter: _____ =</li> <li>• Printing of letters/unit: _____ =</li> <li>• Envelopes: _____ x no. of letters: _____ =</li> <li>• Stuffing envelopes (labor): _____ =</li> <li>• Grabber/unit: _____ x no. of letters: _____ =</li> <li>• Air time: _____ =</li> <li>• Design or Ad Agency costs: _____ =</li> <li>• Other outsourced costs: _____ =</li> </ul>	
K	Net Profit (or Loss) on Promotion <i>(Total Sales less cost of promotion and cost of fulfillment)</i>	
L	Profit (or Loss) per dollar spent on promotion <i>(Divide net profit (or loss) by cost of promotion)</i>	

1. What worked?

2. What didn't?

3. What could we test/try next time to improve the response?

4. What will we do differently next time?