



RadicalEdge Learning Consultants

"From HIRE to RETIRE - EI all the way"

The Quarterly Marketing Dashboard™

Measure What Matters. Grow What Works.

Week 39 | Radicaledge Marketing & Growth Series

*"What gets measured gets improved, but only if you're
measuring the right things."*

Name

Business

Quarter and year

Quarterly Snapshot

Page 1

Quarter

☐ Jan - Mar

☐ Apr - Jun

☐ Jul - Sep

☐ Oct - Dec

My biggest business goal

Marketing theme *Examples: Visibility | Authority | Community | Lead Generation | Personal Brand | Thought Leadership*

One sentence that defined this quarter

Visibility Dashboard

Page 2

Content published

Platform	Target	Actual
LinkedIn		
Instagram		
Facebook		
WhatsApp		
Newsletter		
Blog		

Public visibility

Speaking engagements

Interviews

Networking events

Podcasts

Guest articles

Collaborations

Visibility score

/ 5



Relationship Dashboard

Page 3

How many meaningful conversations did I have?

New people met

Existing clients reconnected

Referral partners nurtured

Coffee meetings

Follow-up conversations

Community contributions

Relationship score

/ 5



Lead Generation Dashboard

Page 4

New enquiries

Discovery calls

Proposals sent

Clients won

Referrals received

Repeat business

Lead magnets downloaded

Conversion % *Clients won / new enquiries*

Brand Growth Dashboard

Page 5

Google Reviews

Started _____ Ended _____

LinkedIn Followers

Started _____ Ended _____

Email Subscribers

Started _____ Ended _____

WhatsApp Community

Started _____ Ended _____

Website Visitors

Started _____ Ended _____

Content Performance

Page 6

Which post performed best?

Why?

Most saved resource

Most downloaded guide

Most asked question

What topic should I create next?

Marketing Health Score

Page 7 | Rate yourself 1 to 5

Area	Score (1-5)
Consistency	
Visibility	
Relationship Building	
Personal Brand	
Content Quality	
Follow-up	
Community Engagement	
Referral Generation	
Marketing Confidence	
Strategic Focus	

Total / 50

Interpretation

45 - 50	Excellent momentum.
35 - 44	Strong foundation.
25 - 34	Focus on consistency.
Below 25	Simplify and build better habits.

CEO Reflection

Page 8

Biggest Win

Biggest Lesson

Biggest Marketing Mistake

One Thing I'll Stop Doing

One Thing I'll Continue

One Thing I'll Start Next Quarter

My Next Quarter Action Plan

Page 9

My ONE Marketing Goal

Three priorities

1. _____
2. _____
3. _____

Three relationships to nurture

1. _____
2. _____
3. _____

One skill to improve

One experiment to try

The Radicaledge GROW Framework™

Close every quarter with these four steps

G

Generate

Create visibility through consistent, valuable content.

R

Review

Look at your numbers, not your assumptions.

O

Optimise

Do more of what worked. Stop what didn't.

W

Win Again

Take your best-performing idea and improve it for the next quarter.

Marketing isn't about constantly inventing. It's about continuously improving.

Quarterly CEO Scorecard

Category	Score (out of 10)
Visibility	
Relationships	
Leads	
Brand	
Revenue Impact	

Overall Score / 50

Quarterly Review Meeting

Bring this completed dashboard to your 90-minute Quarterly CEO Review

Schedule date _____

Questions to discuss

What created the biggest business impact this quarter?

Which marketing activity produced the best return on effort?

What should I stop doing?

Where did referrals come from?

Which relationships became stronger?

What one habit will make the biggest difference next quarter?

Founder Commitment

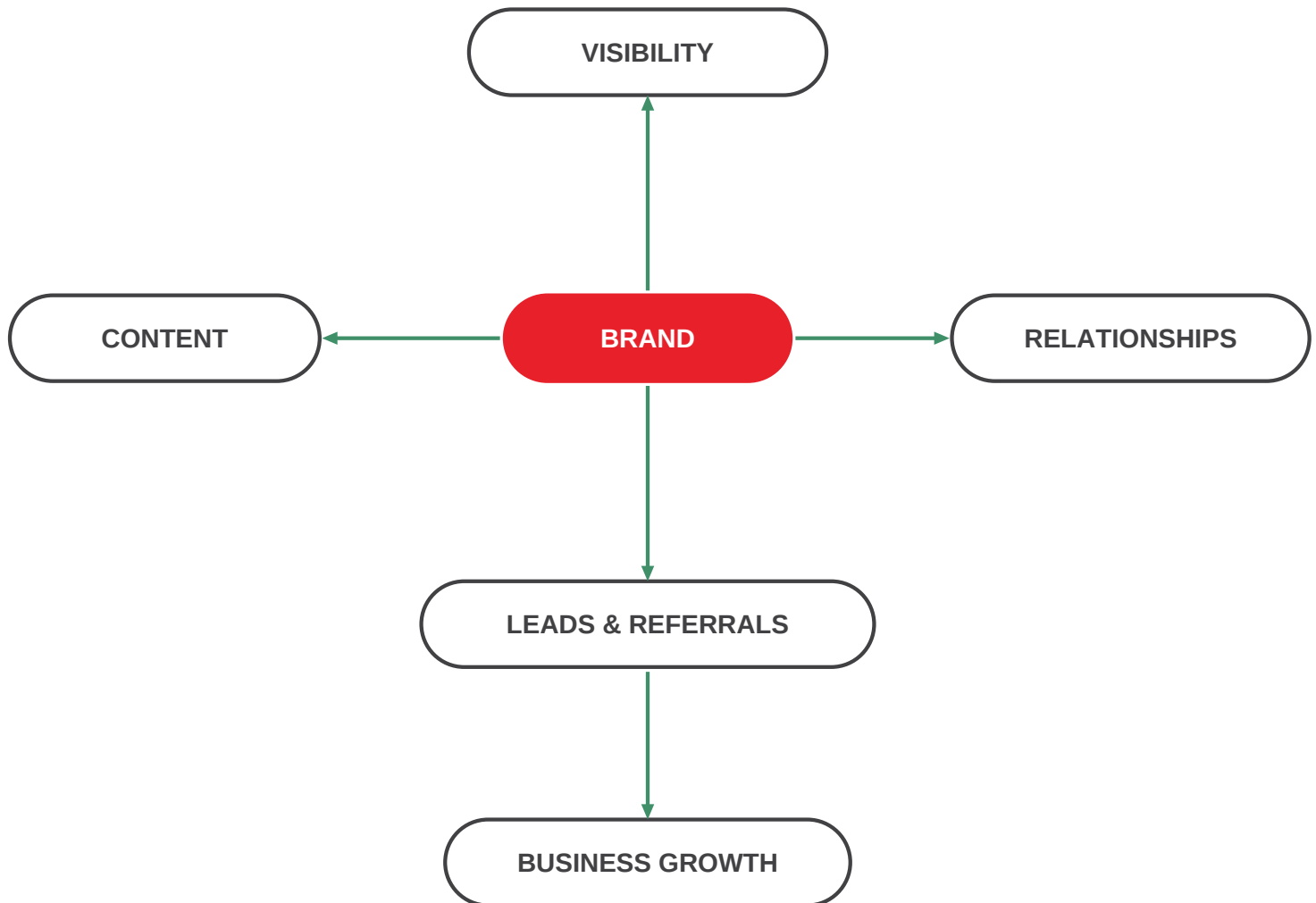
Next quarter, I choose consistency over complexity.

Signature _____

Date _____

The Radicaledge Marketing Wheel™

Weeks 27 to 39 in one picture



Marketing is not about posting on social media. It is an interconnected system: content builds visibility, visibility builds relationships, relationships generate leads, and leads create business growth.

Recommendation: make this dashboard your annual planning tool. At the end of every quarter, bring your completed dashboard to a 90-minute Quarterly CEO Review with your community. Reflect on what worked, what did not, and what to focus on next.

Contact Us

Get in touch with RadicalEdge Learning Consultants



RadicalEdge Learning Consultants

"From HIRE to RETIRE-El all the way"



Vanitha Choudhari



RadicalEdge Learning Consultants



www.radicaledgelearning.com



info@radicaledge.co.in



+91 9980003519