

The Juicy Database Growth Worksheet

CURRENT DATABASE STATISTICS		WHICH OF THESE ARE YOU ALREADY USING?		WHICH OF THESE ARE YOU ALREADY USING?	
Number of customers		Events		Content sharing	
Number of prospects		Asking for email addresses		LinkedIn	
Number of in-actives		Using text sign-up		Facebook forms	
% of complete records		QR code		Twitter links	
DATABASE OBJECTIVES		Roving employees		Google+, Youtube, Pinterest	
Number of customers		COULD ANY BE UPDATED TO IMPROVE EFFECTIVENESS?		COULD ANY BE UPDATED TO IMPROVE EFFECTIVENESS?	
Number of prospects		TACTIC	IMPROVEMENT	TACTIC	IMPROVEMENT
% of complete records					
Target date					
YOUR LIST BUILDING TACTICS					
WHICH OF THESE ARE YOU ALREADY USING?					
Home-page opt-in					
Website case studies		WHICH OF THESE ARE YOU ALREADY USING?		WHICH OF THESE ARE YOU ALREADY USING?	
Separate opt-in pages		Guest blogging		PR	
Webinars, Guest blogging, PR		Calendars & listings		Contests & competitions	
Pop-over, modal or heavy window		Joint ventures		Staff opt-ins	
COULD ANY BE UPDATED TO IMPROVE EFFECTIVENESS?		QR code		Traditional marketing	
TACTIC	IMPROVEMENT	Pay-Per-Click		COULD ANY BE UPDATED TO IMPROVE EFFECTIVENESS?	
		COULD ANY BE UPDATED TO IMPROVE EFFECTIVENESS?		TACTIC	IMPROVEMENT
		TACTIC	IMPROVEMENT		