

# Progress Evaluation - Digital Marketing Coordinator

Evaluation Area	Description	Score (1-5)
1. Social Media Management	Publishing content on social media channels including testimonials, ads, educational content, and company updates	
2. Website Management	Maintaining and updating website content and monitoring search engine optimization	
3. Campaign Oversight	Planning, executing, and overseeing digital marketing campaigns	
4. Digital Communication	Responding to Facebook messages, website chat inquiries, and Google reviews	
5. Content Creation	Developing engaging digital content that aligns with marketing strategy	
6. Marketing Analysis	Preparing digital marketing reports and updating team on marketing results	
7. Community Engagement	Building company awareness within the digital community	
8. Lead Generation	Number of digital leads generated per month through various digital channels	
9. Conversion Rate	Percentage of digital leads converted to starts/	
10. Return on Investment	Measurable return on marketing dollars spent on digital campaigns	
<b>Total Score:</b>	/50	

**Comments and Development Plan:**

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

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