



<b>Lead Generation</b>		<b>Goal: Generate X# Leads</b>				
		<b>Goal: Improve sales pipeline by X%</b>				
					<b>TOTAL:</b>	<b>\$0</b>
<b>Events</b>		<b>Goal: X# of Events</b>				
					<b>TOTAL:</b>	<b>\$0</b>
<b>Blog</b>		<b>Goal: X# Blog Posts</b>				
					<b>TOTAL:</b>	<b>\$0</b>
<b>Multi-media</b>		<b>Goal: Increase Multi-media/Video Library to X</b>				
					<b>TOTAL:</b>	<b>\$0</b>
<b>Social Media</b>		<b>Goal: X# Twitter Followers, X# in Google+ circle, X# Facebook page likes</b>				
					<b>TOTAL:</b>	<b>\$0</b>