**Marketing Performance Evaluation Form**

**Employee Information**

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| **Name:** |  |  |  |
| **Job Title:** |  | **Department:** |  |
| **Evaluation Period:** |  | | |
| **Evaluator’s Name:** |  | | |

**Section 1: Key Performance Indicators (KPIs)**

*(Rate on a scale of 1 = Poor to 5 = Excellent)*

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| --- | --- | --- | --- |
| Achievement of Marketing Goals: | ☐1 ☐2 ☐3 ☐4 ☐5 | Campaign Planning & Execution: | ☐1 ☐2 ☐3 ☐4 ☐5 |
| Brand Awareness Contribution: | ☐1 ☐2 ☐3 ☐4 ☐5 | Lead Generation & Conversion: | ☐1 ☐2 ☐3 ☐4 ☐5 |
| ROI from Campaigns: | ☐1 ☐2 ☐3 ☐4 ☐5 | Market Research & Analysis: | ☐1 ☐2 ☐3 ☐4 ☐5 |
| Creativity & Innovation: | ☐1 ☐2 ☐3 ☐4 ☐5 | Collaboration & Teamwork: | ☐1 ☐2 ☐3 ☐4 ☐5 |

**Total Score:** \_\_\_\_\_\_ / 40

**Section 2: Strengths & Achievements**

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**Section 3: Areas for Improvement**

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**Section 4: Training & Development Needs**

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| --- | --- | --- | --- |
| Digital Marketing Tools ☐ | Market Research Skills ☐ | Communication & Presentation ☐ | Other: |

**Section 5: Overall Performance Rating**

☐ Excellent  
☐ Very Good  
☐ Satisfactory  
☐ Needs Improvement

**Evaluator’s Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_  
**Employee’s Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_