



## Company Performance Report

<b>Improvement Objectives</b> What must happen to achieve this objective?	<b>Steps Required to Reach Objective</b>	<b>Success Criteria</b> How will we know when success has been achieved?	<b>Review Scheduled</b> Progress check	<b>Objective Outcome</b> Final Review
Grow social media following-current Instagram followers 123. Current Facebook followers 52.	-HIT testing campaigns. -Regular social postings based on HIT testing results.	Instagram increased followers to 500. Facebook increased followers to 500.	January 2024	April 2024
Increase monthly earnings to a minimum of \$5k more per month within 6 months.	-Marketing strategies. -HIT testing to drive new followers which will bring in new business. -Continued business to business networking.	Earnings statement will reflect increase in profits.	January 2024	April 2024
Increase cliental for monthly bookkeeping and tax prep.	-HIT testing to drive new followers which will bring in new clients. -Continued business to business outreach, social events. -Google Business set up, website updates. -IRS Bookkeeping leads.	10 additional clients per month and 20 tax prep clients.	January 2024	April 2024
Obtain Government contract work.	-Update website as per requirements. -Bid on contracts.	Contracts obtained.	January 2024	April 2024
Tips and blog posts consistently added to website.	-Set schedule for postings. -Gather content and write copy.	Postings in a 6-month period are greater than 15.	January 2024	April 2024