

25 · Teams and operations

Weekly Marketing Team Meeting Template

A concise weekly meeting sheet for marketing teams: pre-read, priorities, blockers, decisions with an owner and a date, and follow-up.

For: For the marketing lead or business owner running a small team who wants a weekly meeting that ends in decisions, not conversation.

Level: Beginner Version 1.0 · 2026-09-21

Why a fixed weekly meeting format?

The weekly marketing meeting is where numbers, ideas and complaints turn into decisions. Without a structure it becomes a round of spoken status reports: everyone lists what they did, details drag on, and time runs out before anyone discusses the real blocker. Two days later nobody remembers what was agreed, who owns it or when it is due.

This template fixes three specific problems. It **moves updates into a written pre-read** so meeting time goes to discussion. It **requires every decision to have one owner and a date**. And it **links each meeting to the previous one** by reviewing last week's commitments first.

The golden rule: if something can be read before the meeting, it does not belong in the meeting. The meeting is for priorities, blockers and decisions only.

Three roles in every meeting

- **Facilitator:** keeps time, brings the discussion back to the agenda, and asks "what is the decision?" at the end of each item. Not necessarily the manager; the role can rotate.
- **Note-taker:** records decisions and tasks on the sheet during the meeting, not afterwards from memory. This role can also rotate weekly.
- **Decision owner:** the person who settles disagreements. Name them before the meeting so every disagreement does not become an open debate.

The method: before, during and after

1. **24 hours before: the pre-read.** Each member writes three lines in the shared sheet: what got done, what did not and why, and what they need from others. Whoever owns the numbers adds a short snapshot of this week's metrics against last week.

2. **Two hours before: lock the agenda.** The facilitator reads the pre-read and picks the blockers and decisions that need discussion. Anything that needs no decision goes to a message or a one-to-one.
3. **First 5 minutes: review last week's commitments.** Read the previous task list line by line: done, not done, moved to a new date. No discussion here, only status.
4. **10 minutes: numbers and the one observation that matters.** Do not read the whole report. Ask one question: which number changed in a way that needs our attention, and what is our first explanation?
5. **15 minutes: next week's priorities.** No more than three team priorities, ranked. Everything else is ongoing work, not a priority.
6. **10 minutes: blockers.** For each one: what exactly is it, who can remove it, and do we remove it now or escalate?
7. **5 minutes: decisions and tasks.** The note-taker reads every decision and task aloud with its owner and date, and checks that everyone heard and agreed.
8. **Within two hours: follow-up.** Send the completed sheet to the team, move tasks into your task tool if you use one, and confirm the next meeting time.

Suggested agenda (45 minutes)

Item	Time	Required output
Review last week's commitments	5 min	Status of each task: done / not done / new date
Numbers and the key observation	10 min	One or two observations that call for action
Next week's priorities	15 min	Up to three ranked priorities
Blockers	10 min	For each: solve now, or escalate with a named owner
Decisions and tasks	5 min	A list read aloud and agreed

If the team is larger than six people or handles more than one brand, split the meeting by project rather than making it longer.

What makes a decision a decision?

Many "decisions" in meeting notes are really intentions: "we'll focus more on Instagram", "the designs need to improve". A decision you can follow up on has four parts:

1. **A clear action:** "Pause ad B and move its budget to ad A", not "review the ads".
2. **One owner:** a person's name, not "the team" or "design".
3. **A date:** a specific day, not "soon" or "next week".
4. **A done signal:** how will we know it happened? A link, a file, a number on the dashboard.

Blank template

Weekly marketing meeting sheet

Weekly meeting sheet — [team / project name]

Date: [.././....] Length: [45 minutes] Place/link: [...]

Facilitator: [name] Note-taker: [name] Decision owner if we disagree: [name]

Present: [names] Absent: [names + who covers]

1) Pre-read (written 24 hours before)

[name]: Done: [...] | Not done and why: [...] | I need from: [...]

[name]: Done: [...] | Not done and why: [...] | I need from: [...]

Numbers snapshot: [metric] this week [..] vs last week [..]

2) Last week's commitments

[task] — [owner] — [done / not done / new date: ..]

3) The key observation from the numbers

What changed: [...] First explanation: [...] What we will do: [...]

4) Next week's priorities (max three, ranked)

1. [priority] — why now: [...]

2. [priority] — why now: [...]

3. [priority] — why now: [...]

5) Blockers

[blocker] — who can remove it: [..] — decision: [solve now / escalate to ..]

6) Decisions

[decision as a clear action] — owner: [..] — date: [..] — done signal: [..]

7) New tasks

[task] — owner: [..] — due: [..] — reviewed by: [..]

8) Parked items (no decision needed now)

[item] — handled via: [message / one-to-one / next week]

Next meeting: [date and time] Notes sent at: [time]

Worksheet

What are your team's three priorities this week, ranked? Why is the first one first?

Which number changed this week and deserves discussion? What is your first explanation?

What is the biggest blocker right now, and who is the one person who can remove it?

Write the decisions as: action + owner + date + done signal.

Which items came up but need no decision now? Where will they be handled?

Completed example

Illustrative example

The team: the marketing team at Cedar Roastery (محمصة الأرز), a small coffee roaster in Tripoli that sells in its shop and through WhatsApp orders. Four people: Reem (marketing lead and decision owner), Samer (content and photography), Lynn (ads and numbers) and Karim (customer service and orders).

Date: Monday, 10:00, 45 minutes. Facilitator: Lynn. Note-taker: Karim.

1) Pre-read

- **Samer:** Shot the new autumn blend and three short videos. Did not finish the "how to brew at home" video because the grinder was being repaired. Need Reem to approve the script.
- **Lynn:** Launched the new-blend ad on Wednesday. Need Karim to count orders where customers mentioned the ad.
- **Karim:** Evening WhatsApp replies are slow because I am alone after six. Need a decision on saved replies.

- **Numbers snapshot (illustrative data):** WhatsApp messages 142 vs 96 last week. Confirmed orders 38 vs 35.

2) Last week's commitments

- Shoot the new blend — Samer — done.
- Launch the ad — Lynn — done.
- Update the price list on the profile — Reem — not done, new date: Wednesday.

3) Key observation

Messages rose clearly but confirmed orders did not rise in proportion. First explanation: many messages arrive in the evening and only get answered the next morning. Action: measure reply time for a week before drawing a final conclusion.

4) Priorities

1. Speed up evening replies, because the demand is there and being lost.
2. Publish the "how to brew at home" video to support the new blend.
3. Update the price list on every channel.

5) Blockers

- Karim is alone after six — Reem can remove it — decision: solve now (see decisions).
- Video script waiting for approval — Reem — decision: solve now, in the meeting.

6) Decisions

- Adopt five saved replies for the most common questions (price, delivery, opening hours, grind, blends) — owner: Karim — date: Tuesday — done signal: replies saved in the WhatsApp Business account.
- Approve the second version of the video script with the last sentence changed — owner: Reem — date: today — done signal: approval message to Samer.
- No ad budget increase this week until we know reply times — owner: Lynn — date: next Monday — done signal: daily reply-time table.

7) New tasks

- Log first-reply time daily — Karim — daily until Sunday — reviewed by: Lynn.
- Publish the video — Samer — Thursday — reviewed by: Reem.

8) Parked items

Samer's idea for a customer contest — discussed in a one-to-one with Reem on Wednesday, since it needs no decision this week.

Notes sent at 11:20 to the team group.

Common mistakes

- **Mistake:** reading reports aloud in the meeting. **Fix:** make the pre-read mandatory; anyone who skipped it gets three spoken lines, no more.
- **Mistake:** ten priorities a week. **Fix:** three ranked priorities at most; the rest is ongoing work.
- **Mistake:** a task with no name, or owned by "the team". **Fix:** one owner per task, even if their job is to coordinate others.
- **Mistake:** an open debate on a new idea eats the meeting. **Fix:** a "parking lot": log it as a parked item and say where it will be discussed.
- **Mistake:** skipping last week's commitments. **Fix:** always spend the first five minutes on the review so promises stay serious.
- **Mistake:** treating one number's explanation as final truth. **Fix:** label it a first explanation and ask for more measurement before a big decision.
- **Mistake:** sending notes days later. **Fix:** write notes during the meeting and send them within two hours.

Completion checklist

- ☐ Facilitator, note-taker and decision owner named before the meeting.
- ☐ Every member wrote the pre-read 24 hours ahead.
- ☐ The numbers snapshot compares with the same period last week.
- ☐ All of last week's commitments were reviewed.
- ☐ No more than three priorities, and they are ranked.
- ☐ Every blocker has a decision: solve now, or escalate to a named person.
- ☐ Every decision has an action, one owner, a date and a done signal.
- ☐ Decisions and tasks were read aloud at the end.
- ☐ Parked items are logged with where they will be handled.
- ☐ Notes sent within two hours and the next meeting is set.

A note on tools

This template works on paper, in a shared document or in a task tool. The tool matters less than the discipline of the steps. If you use an AI tool to summarise the meeting, review the summary before sending it: automatic summaries can assign tasks to the wrong person or get dates wrong, and these tools change constantly (at the time of writing, September 2026).

About the author — Mohamad Charafeddine is an entrepreneur from Tripoli, Lebanon: founder of the Passion digital marketing agency, president of Takaful Youth Association, and founder of digital platforms. He trains individuals and teams in applied AI and marketing.

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