

Return-on-Investment Input Worksheet

Please gather the below information prior to our ROI presentation:

i. Media Channels

Please list all advertising/marketing channels you have used in the past 12 months to promote your business & products. These will include all channels such as e-mail, direct mail, facebook, social media, events, etc.

ii. Outline the Channels' Costs

Please add associated costs for each channel listed above. If it is a recurring channel, list the cost per run/event and how many runs/events existed. A website will be an annual cost -- A newspaper ad may run 4 times in a given period -- attending a market may be 20 weeks out of the year, etc. List channel cost details below:

iii. Gather information on Impressions

Research the impressions for each media channel outlined. Paid media will often provide this information for pricing purposes. (i.e. Magazine ad will be seen by 1,200 viewers) Non-traditional media may be measured by website hits, email addresses, page views, etc. (you can view this information through your accounts). Events can provide estimated attendance.

iv. Collect information on Response Rates

Outline the measurable responses (where available) for each channel. These will be actionable items coming out of the marketing efforts such as a sale at the market, likes on facebook, Email opens, subscriptions, etc.:

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Return on Investment (ROI): A performance measure used to evaluate the efficiency of investment(s). The ROI measures the amount of return relative to the investment cost. Return is most often calculated in money/profit but can also be calculated for intangible gains.

Channel: A medium used by a company to advertise their product(s) and inform the customers about promotions. These mediums are used to increase the company's ROI.

Impression: Any interaction with a piece of marketing content by an audience member. Depending on the medium, these metrics are various actions of viewership (i.e. website clicks, hearing a radio spot, seeing a billboard, viewing a social media post, open rates, likes, downloads, etc.). Also referred to as consumption.

Engagement: The second level after Impressions/Consumption is engagement of the consumer. This includes taking action on viewing the content. Action depends on the medium (i.e. comments, shares, forwards, subscribing, session duration, etc.).

CPI (Cost Per Impression): CPI is the cost or expense incurred for each potential customer who views the advertisement/content provided by the business. The CPI can assess effectiveness and profitability and create a comparable measurements across mediums.
