

Annual Marketing ROI Calculator

Total number of prospects

First Quarter	10000		
Second Quarter	15000		
Third Quarter	30000		
Fourth Quarter	20000		
Sub Total	75,000	Total Prospects	75,000

Marketing campaign costs

Direct mail

First Quarter	\$3,000.00
Second Quarter	\$3,000.00
Third Quarter	\$3,000.00
Q4	\$3,000.00
Sub Total	\$12,000.00

Radio spots

First Quarter	\$4,000.00
Second Quarter	\$4,000.00
Third Quarter	\$4,000.00
Fourth Quarter	\$4,000.00
Sub Total	\$16,000.00

Television Spots

First Quarter	\$0.00
Second Quarter	\$0.00
Third Quarter	\$0.00
Fourth Quarter	\$0.00
Sub Total	\$0.00

Print Advertising

First Quarter	\$6,000.00
Second Quarter	\$6,000.00
Third Quarter	\$6,000.00
Fourth Quarter	\$6,000.00
Sub Total	\$24,000.00

Online Advertising

First Quarter	\$3,000.00
Second Quarter	\$3,000.00
Third Quarter	\$0.00
Fourth Quarter	\$2,000.00
Sub Total	\$8,000.00

Other Marketing Expense

First Quarter	\$1,000.00
Second Quarter	\$0.00
Third Quarter	\$0.00
Fourth Quarter	\$500.00
Sub Total	\$1,500.00

Total Marketing Costs

\$61,500.00

Anticipated response rate (%)

Annual rates

Direct Mail	4.00%
Radio	3.00%
Television	0.00%
Print	3.00%
Online Advertising	3.00%
Other Marketing Expense	1.00%
Sub Total	14.00%

Total Response Rate From All Media

14.00%

Total generated leads

Anticipated response rate multiplied by total prospects

10,500

Cost per lead

Cost per lead

\$5.86

Anticipated conversion rate (%)

Percentage of prospects that will purchase

Anticipated Conversion rate

2.30%

Actual Purchasers

Total Purchasers

242

Average purchase transaction (\$)

Average value per transaction

Average Value

\$300.00

Total revenue from marketing (\$)

\$72,450.00

Annual ROI

17.80%

For more small business sample marketing materials, visit Mustard Seed Marketing at <http://www.marketing-small-business.net>