

Marketing Campaign ROI Calculator

Total number of prospects

Total Prospects

Marketing campaign costs

Direct mail

Radio spots

Television Spots

Print Advertising

Online Advertising

Other Marketing Expense

Sub Total

Total Marketing Costs

Anticipated response rate (%)

Yearly rates

Direct Mail

Radio

Television

Print

Online Advertising

Other Marketing Expense

Sub Total

Total Response Rate From All Media

Total generated leads

Anticipated response rate multiplied by total prospects

Cost per lead

Cost per lead

Anticipated conversion rate (%)

Percentage of prospects that will purchase

Anticipated Conversion rate

Actual Purchasers

Total Purchasers

31

Average purchase transaction (\$)

Average value per transaction

Average Value

\$200.00

Total revenue from marketing (\$)

\$6,210.00

Campaign ROI

3.50%

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