

How to Calculate ROI

You know your business needs to be calculating your Return on Investment (ROI), but how do you calculate it in terms of digital marketing? Read on as this worksheet will help you determine the needed factors for calculating your ROI.

ROI Formula:



$$\text{Revenue} - \text{Investment} = \text{ROI}$$

You can't tie a dollar amount to your brand awareness, brand affinity and the customer experience. However, these things can affect your marketing decisions and your ROI! Before determining your marketing strategy, answer these questions:

Questions

1. What's your most popular first point of contact product or service?
2. During the buying cycle, how does the customer find your business or where are they going next?
3. What's the highest ROI product for your business that requires the least amount of effort?



After you've answered these questions, now you can calculate your own ROI! Fill in the blanks based on your revenue and investment. Keep in mind that some strategies have a longer cycle!

_____ - _____ = _____

Questions? Send us an email to info@revlocal.com.