

Return on Investment (ROI)



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Purpose

To determine the quantitative value in terms of objectives (new leads, closed deals, repeat business, etc.) which result directly from any specific investment.

Process

To determine the ROI you'll need to know:

- All related costs however seemingly insignificant — these secondary or peripheral charges can add up, reducing your return in seemingly invisible ways.
- Your planned use
- A basic timeframe
- Target volume (how many targets will be exposed to the campaign?)
- Dollar amount each transaction will yield

Return on investment

What can you expect your dollar yield to be once expenses (actual costs) and secondary costs are factored in?

A. Calculate your total investment:

- Your direct cost of the product/service
- Your direct cost to implement same
- All of your indirect costs relating to the investment

B. Determine the total monthly dollar benefit resulting from the purchase and implementation of the offering. For example:

- Expense savings
- Amount of increased revenue per month

C. Multiply the \$ amount saved by 12 months to find the annual savings

D. Subtract the original investment amount from that total

E. Divide the resulting amount by the amount of your total investment and multiply by 100 to determine the ROI percentage

Benefits

This is a great way to test the benefit of any marketing investment. Not only can you see the dollar benefits which could result from a specific program, but you can easily compare a variety of approaches to determine which might yield the best ROI.