**MARKETING ROI WORKSHEET**

**Marketing ROI Formula**

***Everyone knows that it’s important to speak in terms of ROI.***

This tool will set you in the right direction, simplifying how you should go about communicating (and looking for) numbers that the business cares about.

**Here’s the math:**

This formula is one that all marketers should be using to measure the major impact of a campaign:

**ROI = (Incremental Profit – Campaign Cost)**

**Campaign Cost**

Did you know that 63% of marketers can’t quantitatively prove their impact in the short-term, and 69% can’t prove it in the long-term? That’s because marketing ROI isn’t as simple as money spent in a month and leads (or customers) gained in a month. **The impact of marketing campaigns outlast the campaigns themselves.**

As your campaign grows, you need to take into account three important factors of ROI:

1. Brand awareness
2. Customer lifetime value
3. Touch points

These three are tough to pinpoint, so make sure you’re tracking solid metrics that point to each and establish positive trajectory. Also, be sure you give them a long value measurement—at least six months.