

MARKETING ROI

HOW TO USE THIS DOCUMENT:

- For each area of marketing listed below (project name, date etc.), list **what you did** for that particular initiative or continuing campaign, and the **results** the came from your efforts (number of leads, referrals and fees generated). The reason for **distinguishing leads from referrals** is to assess whether your source of new business comes from targeting a new general audience, or from presenting the same marketing offer to existing clients and contacts. The old marketing adage that much of one's new business comes from existing clients still holds largely true, but much depends on the nature of the marketing offer and targeted messaging.
- You can include any and all marketing efforts – **seminars or workshops, your website, a client event, targeted advertising** etc. So long as the objective is to generate leads, and you can track results, it should be included in the audit.
- **Cost** is always a factor, but the more important metric is **ROI**. The purpose of marketing is to generate leads i.e. prospects. Sometimes, prospects become immediate clients (and this depends almost entirely whether they buy into you as the professional they are seeking). You shouldn't look to recoup your cost immediately. Instead, take the longer view: sometimes, prospects from marketing convert only much later. But they also tend to generate referrals. So when you are considering ROI, take that into account too.

Note: a sample is provided below to illustrate the use of this Marketing Audit. A fresh table is provided for your use on Page 2.

INITIATIVE	DATE	DETAILS	LEADS	REFERRALS	REVENUE	COST
SEMINAR	11/6/15	1.5 hour seminar on estate planning, targeting married couples with kids, in specific zip code (10 mile radius from seminar venue). Advertised event on Facebook page using automated marketing, sent email blast to existing subscribers (both clients and new sign-ups from website)	8 -- RSVPs (from advertising and promotion)	5 -- existing clients forwarded email event notification to 1 friend each (5 RSVPs)	3 clients generating total of \$4,300 within 5 months	\$3,800

PROJECT	DATE	DETAILS	LEADS	REFERRALS	REVENUE	COST