



Marketing Effectiveness Calculator

Time Period

From

To

Activity	Spend				Leads	Sales	Gross Profit		Leads to Sales Conversion rate	Return on Investment (%)
	Activity	Fees	Time	Total	Value (£ est)	Value (£)	(£)	(%)		
Newspaper advertising										
Magazine advertising										
Radio advertising										
Cinema advertising										
TV advertising										
Other advertising										
Total Advertising										
Press Releases										
Advertorials										
Media competitions										
Other PR										
Total PR										
Brochures										
Catalogues										
Flyers										
Business cards										
Other literature										
Total Literature										
Website development										
Website SEO										
Website Adwords										
Total Website										
Facebook										
Twitter										
YouTube										
Linked In										
Blog										
Other Social Media										
Total Social Media										
E-flyers										
E-newsletters										
Other E-marketing										
Total E-marketing										
Yellow pages										
Yell.com										
Thomson Local										
The Phone Book										
Local listings										
On-line listings & directories										
Other listings & directories										
Total Listings & directories										
Events - space bookings										
Events - Stands & banners										
Events - other materials										
Total Events & shows										
Promotional discounts										
Promotion items										
Promotion flyers & advertising										
Customer loyalty promotions										
Lapsed customer promotions										
Customer recommendation scheme										
Other promotions										
Total Promotions										
Distributor promotions										
Distributor literature										
Distributor websites										
Other distributor marketing										
Distributor incentives										
Referrer / introducer programme										
Total Distributor & introducer marketing										
Networking meetings										
Trade shows & conferences										
Total Networking										
Customer surveys										
Mystery shopping										
Other customer research										
Competitor research										
Other market research										
Total Market Research										
Total Marketing Activity										