

OVER 50 Starting OVER

ONLINE MARKETING BUDGET & ROI EASY FORM CALCULATOR

This form is intended for entrepreneurs that provide, or would like to provide, a service or high-end product to businesses or consumers.

It is a quick and easy way to get a general idea of what your top competitors are budgeting and executing for their online marketing and what you should consider as well.

If you are running your own marketing plan, or considering securing professional lead generation marketing services, the information derived from these equations will help you decide on appropriate efforts and budget in order to beat your competition.

1. List your average conversion value
(*new client acquisition. Their worth to you annually. Example: \$3000*) \$ _____
2. What is your general lead conversion rate?
(*When you're asked for a quote/proposal, your closing rate. Example: my plastic surgeon was approx 33%, but my electrical safety trainer is slightly over 50%*) % _____
3. Multiply #1 by #2. This is the value of your leads.
(*Example: 3000/50%= \$1500*) \$ _____
4. How many leads do you currently receive via online marketing efforts per month? _____
(*If this is 0 due to no marketing efforts, then all we can do is speculate using common sense from here*)
5. Multiply line 3 and line 4. This is approximately what you're claiming your current online marketing is producing monthly \$ _____
6. What percentage of increase do you expect from your online marketing efforts? % _____
7. Multiply lines 5 and 6. This is the average monthly profit that you expect \$ _____
8. Multiply line 7 by 12. This is the annual income increase that you expect \$ _____

I suggest experimenting with these calculations and, generally speaking, you get comfortable with investing up to 6 times Line 7 in order to ensure a strong foothold in your industry.

Keep in mind that your top competitors know what their numbers are and don't want to potentially leave hundreds of thousands of dollars pass on to you.

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CALULATING YOUR POTENTIAL ROI

***I want to again note that these predictors are intended for services, and some products, that are of value of \$500 or more. Marketing efforts differ greatly for affiliate and retail marketing.**

Smaller lead conversion rate clients

Keep in mind that smaller budgets (Line 7 is less than \$500) require less marketing components and therefore less time to develop and become profitable. Assume that you take an estimated 6 months of the estimated profit increase (3000.00) and put it into a **website/social media branding overhaul with Local SEO optimization and reputation mangement.**

You begin recouping the investment 6 months AFTER the 6 months of development time (6 months).

If these conservative numbers hold up and your marketing is executed by a proven professional you *could* expect a **200% return by the end of 12 months.**

*These are very general numbers. Depending on your level of competition in your area, the amount invested and expected return may vary.

Medium lead conversion rate clients

Medium lead conversions (Line 7 is greater than \$500) usually require a greater marketing effort, and the greater the effort, the greater the return in the long run.

If, conservatively, your numbers show an attractive monthly return, you should consider a 6-month investment (6 times line 7) into your marketing.

Branding yourself/company as an **expert in your field** is imperative to consistent, maintained success.

A dedicated **Content Marketing Plan** is important to regularly fuel your marketing efforts.

Experiment with **Facebook ads and Google AdWords** to find the best avenues for investing.

If your company can **scale** relatively quickly and maintain quality, proper, consistent online marketing can help your company grow in a predictable trajectory as long as technology doesn't unexpectedly change your market.

In most of these industries **relationship management** is extremely important. Secure great **reviews, case studies and testimonials.**

If your industry and numbers bear this out, **online training** should be considered in order to scale the company with little extra overhead.

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While industries vary greatly, I'd suggest trying an initial investment of 6 x Line 7, example, 6 x 3,000= 18,000 for your initial marketing investment, which should pay for itself by year's end.

Then maintain your marketing efforts with half that in 6 month increments (9,000/6 months). Track your leads (those that are built through relationship building can be ambiguous - attribute them fairly) and calculate your ROI from there.

Large lead conversion rate clients

Large lead conversions (Line 7 is greater than \$10,000) require the greatest marketing effort as literally hundreds of thousands of dollars are at stake to be won or lost amongst the best players in the industry.

That said, much of the same applies here as it does to the medium lead conversions – you should consider a 6-month investment (6 times line 7) into your marketing. The numbers are bigger because your **Content Marketing** and **online training** efforts should be bigger and better, as should your ad budget.

Branding yourself/company as an **expert in your field** is imperative to consistent, maintained success.

A dedicated **Content Marketing Plan** is important to regularly fuel your marketing efforts.

Experiment with **Facebook ads and Google AdWords** to find the best avenues for investing.

If your company can **scale** relatively quickly and maintain quality, proper, consistent online marketing can help your company grow in a predictable trajectory as long as technology doesn't unexpectedly change your market.

In most of these industries **relationship management** is extremely important. Secure great **reviews, case studies and testimonials.**

While industries vary greatly, I'd suggest trying an initial investment of 12 x Line 7, example, 6 x 10,000= 60,000 for your initial marketing investment. Remember that this includes various marketing funnels and levels of online training development.

Then maintain your marketing efforts with half that in 6 month increments (9,000/6 months). Track your leads (those that are built through relationship building can be ambiguous - attribute them fairly) and calculate your ROI from there.