



Helping Small Business Make Smart Marketing Decisions

Smart Marketing Campaignsm Report

Client Name: ABC Tech Group, Inc

Observations:

In summary, this marketing program from a financial standpoint is more than worthy of a prudent risk reward investment delivering four times its cost in profits. This is a very rational set of assumptions with an outstanding financial success potential.

This marketing campaign will provide an excellent return-on-investment of \$4.15 for each \$1.00 of marketing cost. The marketing cost per contact is very reasonable, as is the number of 10 new sales required to reach the sales and profit goals for this campaign.

New customer acquisition cost as a percentage of total sales is also very reasonable based solely on the average sale in this campaign of \$10,000 and only becomes more cost effective with every additional dollar purchased by the customer.

Key Campaign Metrics:

Based on the assumptions above your marketing campaign is profitable generating Total Profits of: \$40,300

Return-on-Investment for every dollar invested in this campaign: \$4.15

Number of New Sales required obtaining these results: 10

Total Number of Suspects you will need to market to: 8,000

Minimum Number of Suspects you will need to market to each day: 32

Marketing Cost per Contact: \$0.92

New Customer Acquisition Cost per Customer: \$80.83

New Customer Acquisition Cost as percentage of Total Sales: 0.08%



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Smart Marketing Campaignsm Results:

The assumptions you gave us for analyzing this marketing campaign are in **red below**.

Company: ABC Tech Group, Inc.

What is your Sales Goal for your next marketing program?	\$100,000
What is your Profit Goal?	\$50,000
Average Sales Dollars per Sale	\$10,000
What are the average profit dollars per sale for this program?	\$5,000
Gross Profit Margin %	50%
How many sales can you make to the same customer?	1
Number of New Sales Needed to Reach Sales Goal	10
What is your average sales closing percentage?	50
Number of Sales Presentations Required to Reach Sales Goal	20
Percentage of Sales Leads Needed to Obtain 1 Sales Meeting	5%
Number of Prospects that will agree to Sales Meeting	400
Percentage of Sales Suspects Needed to Agree to a Sales Meeting	5%
Total Number of Suspects Required to Contact	8,000
Number of Days Required to Reach Sales Goal	250



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Suspect Required to be Contacted Each Day	32
Total Marketing Program Costs	\$9,700
Return On Investment- Dollars Earned for every \$1.00 Invested	\$4.15
Total Profit Dollars On Marketing Program	\$40,300
Marketing Cost Per Contact	\$0.92
New Customer Acquisition Cost per Customer	\$80.83
New Customer Acquisition Cost as % of Total Sales	0.08%