

Campaign Planner:

Name: Start date:

Description:

Budget: £..... % ROI:

Target revenue: £..... budget + (budget x ROI)

Avg income/sale: £..... Net Gross

sales required: target revenue ÷ avg income/sale

Ratios:

apts/1 sale: apts = appointments

leads/1 apt: apt = appointment

visitors/1 lead:

Visitor Target: # visitors to achieve target revenue
 visitors/lead x leads/apt x apts/sale x sales required

Budget/visitor: £..... budget ÷ visitor target

Target Market:

Name:		Name:		Name:	
Describe:		Describe:		Describe:	
Where found online?		Where found online?		Where found online?	
Motivation to respond?		Motivation to respond?		Motivation to respond?	
Offer ideas:		Offer ideas:		Offer ideas:	