

Video Marketing ROI Calculator

Measure Your Video Marketing Success

1 Investment Tracking

- Production costs \(filming, editing, equipment)
- Talent costs \(actors, voice-over, crew\)
- Distribution costs \(ads, promotion, platforms\)
- Software/Tools subscriptions
- Total Investment: \$_____

2 Revenue Tracking

- Direct sales attributed to video
- Lead generation value \((leads \times conversion rate \times avg\ sale)\)
- Customer lifetime value impact
- Total Revenue Generated: \$_____

3 Soft Metrics

- Video views and watch time
- Engagement rate \((likes, comments, shares\))
- Click-through rate \((CTR\))
- Brand awareness lift
- Website traffic increase

4 ROI Calculation

- $ROI = (\text{Revenue} - \text{Investment}) / \text{Investment} \times 100$
- Example: $(\$50,000 - \$10,000) / \$10,000 \times 100 = 400\%$
- Your ROI: _____ %

5 Improvement Tips

- A/B test video thumbnails and titles

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- Optimize video length for platform
 - Add clear calls-to-action
 - Repurpose content across platforms
 - Track and analyze performance weekly

Need Help With Your Project?

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