

Video Marketing ROI Calculator

Measure Your Video Marketing Success

1 Investment Tracking

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

2 Revenue Tracking

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

3 Soft Metrics

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

4 ROI Calculation

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

5 Improvement Tips

- A/B test video thumbnails and titles

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

Need Help With Your Project?

Schedule a free consultation with our experts.

Visit: businessbldrs.com

Email: hello@businessbldrs.com

Phone: (555) 123-4567

BUSINESS BUILDERS

Marketing That Works | businessbldrs.com