

RATE YOUR ADVERTISING

The most effective way to evaluate ROI across a variety of marketing channels.



First, identify the advertising you want to include in your local marketing strategy. Then, fill in the next five columns:

- Repetition – how many times will an individual prospect see your ad?
- Appeal - what will entice prospects to use your business over the competition?
- Targeting – how many people will this ad be distributed to? Who are they and where do they live?
- Exposure - how will your ad be distributed to your target audience?
- Cost – How much will this campaign cost? Make sure to compare over the same period of time. DON'T: \$200 per **month** vs \$1,000 per **year**. DO: \$2,400 per **year** vs \$1000 per **year**.

Advertising Channel	Repetition	Appeal	Targeting	Exposure	Cost

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Here is an example to help you get started.

Advertising Channel	Repetition	Appeal	Targeting	Exposure	Cost
Facebook Ads	1-4 x per Month	Full-Color Ad w/Coupon Discount	Approx. 20K users within 3-5 miles of your business	Native ad in the user's newsfeed	\$500 per Month
Newspaper	1 x per Month	Black & White ad in Sunday paper	318,000 Readers	On the driveway	\$4,620 per Month
RTUI Grocery Store Receipt Coupons	4-8 x per Month	Full-Color Ad w/Coupon Discount	Approx. 20K shoppers within 3-5 miles of your business	Placed directly into the shopper's hand	\$350 per Month