

Short Hills Design, LLC
ROI Worksheet Instructions
March 2016

Overview

The Return on Investment (ROI) Worksheet is designed to help you generate a bird's-eye view of your marketing efforts. While we do not expect you to have information for every vertical listed on the worksheet, you should fill in as much information as you have.

Instructions

There are instructions printed directly on the worksheet itself, but the main idea is for you to enter the data – the best data you have – on a monthly basis. A little data is better than no data, and estimates are better than no data, as well. Remember that you should save a new copy of the worksheet for each month you are tracking.

Recommended Workflow

There are three files for you to download:

- (1) This instruction sheet (.PDF)
[ROI-Worksheet-Instructions.PDF]
- (2) The worksheet that you will print out to gather your data (.PDF)
[SHD-ROI-Worksheet-2014-Print.PDF]
- (3) The worksheet that you will use to enter your data on the computer (.XLSX)
[SHD-ROI-Worksheet-2014.XLSX]

If you would prefer you can also download all three files at once as a .zip file.

Help

If you need any assistance with the worksheet please reach out to us as:
support@shorthillsdesign.com and open a support ticket.