

Return on Investment (ROI) Worksheet

Month: _____ Year: 20__

Marketing Vertical (Source)	Amount Spent on Source	Gross Production from Source	Calculated		
			Column	Column	
			Net Gain (Gross - Spent)	ROI	
Organic Search					
-SEO Services	0	0	0	#DIV/0!	
Paid Search					
-Google AdWords	0	0	0	#DIV/0!	
-Facebook Ads	0	0	0	#DIV/0!	
-Other Ads	0	0	0	#DIV/0!	
Other					
-Website Newsletter	0	0	0	#DIV/0!	
-Charity Events	0	0	0	#DIV/0!	
-Radio Ads	0	0	0	#DIV/0!	
-TV Ads	0	0	0	#DIV/0!	
-Internal Marketing	0	0	0	#DIV/0!	
-Word of mouth	0	0	0	#DIV/0!	
-Other Marketing Campaigns	0	0	0	#DIV/0!	
Printed Media					
-Magazine Ads	0	0	0	#DIV/0!	
-Newspaper Ads	0	0	0	#DIV/0!	
-Other printed media (specify)	0	0	0	#DIV/0!	

Instructions: Enter the amount you spent on marketing for the particular source for the month in question. Enter the gross production for patient care from the source. Your ROI will be calculated automatically.

*Note you can work with your gross production or your net production. The ratio among verticals is what matters the most.