# Marketing Campaign Evaluation Template

HiFlex Physio

### Target audience

[List the characteristics of your target audience. For example:

- Small-business owners
- Males 18 to 35-years-old
- Parents of 3- to 8-year-old children]

### Method of contact

[Describe how you contacted your potential customers.]

### Message

[Describe the value proposition that you offer. What message do you want to convey to your target audience? For example, “Our new toothbrush reduces plaque”, or “Our economy car gets 70 mpg”, or “We offer competitive pricing”.]

### Responses

[List how the target audience responded to your marketing campaign. Did they make a phone call, make an inquiry for more information, or buy one of your products? Keep a count of the types of responses that you received.]

| Response | Count |
|---|---|
| Telephone Inquiry | |
| Website Hits | |
| Inquiry for Information (from Phone Call or Website) | |
| Purchase | |
| Drop-in Business | |
| Repeat Business | |

## Cost

[List the costs involved in the marketing campaign. Break down the costs by marketing method, including brochures, mailings, newspaper ads, and any other methods used. Include the number of pieces for each campaign method.]

| Marketing item | Number of pieces | Count |
|---|---|---|
| Marketing Brochures | | |
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## Response

[List the total number of responses, the types of responses, and the number of each type of response. Identify how many responses need follow-up. For example, did you experience an increase in hits on your company Website, or did you receive more inquiries about your product or service?]

[Identify how the sales from new customers match up against your marketing costs.]

| Customers added | Sales | Marketing costs |
|---|---|---|
| Marketing Brochures | | |
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**Value of the sale**

[Evaluate if your marketing message is the right message. If not, identify where it went wrong. For example, did your message target the wrong audience, or was it the wrong message to the right audience?]

[Describe the improvements that you can make to the product or service, and to the campaign itself.]

[Analyse the cost of the campaign. Was the campaign too expensive? If so, what made it too expensive?]

[Describe your return on your investment.]

[Describe the return on investment for each new customer.]

| Customers added | Sales | Costs | Return on investment |
|---|---|---|---|
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## Review

[Review all of the steps. Describe what worked well. Identify any improvements that you can make. For example, do you want to create a better message, add a new target audience, or determine how or where to cut costs?]

| What worked | Improvement |
|---|---|
| | |
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