

Marketing and Maths



You may think this sounds obvious, but at its heart, marketing is all just maths. The success (or failure!) of a campaign is all down to the numbers.

Here's an example:

We know of a business who spent £100/day for 7 days on Facebook Ads sending people to a webinar.

Here are the all-important numbers.

They spent £700

- Had 122 people register for the webinar
- Had 24 of those people show up
- 5 of them purchased a £99/month service

Now the business owner was pretty upset with these results when they first saw them. Only 24 people showing up for the webinar was quite disheartening... ..and only 5 x £99 for £700 didn't look great either.

But when in doubt... get the calculator out!

Let's do the maths:

They spent £700 and had 122 people register for the webinar. All good so far.

Only 24 turned up for the webinar - there's definitely room for improvement there (!).

And of those 24, five purchased.

Well, hold on a second - that's a 20% conversion rate. 20% of people who saw the offer – BOUGHT, which is a pretty good conversion rate for a webinar.

So the problem wasn't that the offer was bad or that the pitch didn't work – it was that not enough people had a chance to see the offer.

But then let's look at the sales:

5 x £99/month – they spent £700, and, in round numbers, only got £500 back.

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TOP TIP TUESDAY!

BUT... this service has a minimum 3-month commitment.

So the WORST case scenario is 3 x £99 for each of the five sales...
Which is **£1,485!**

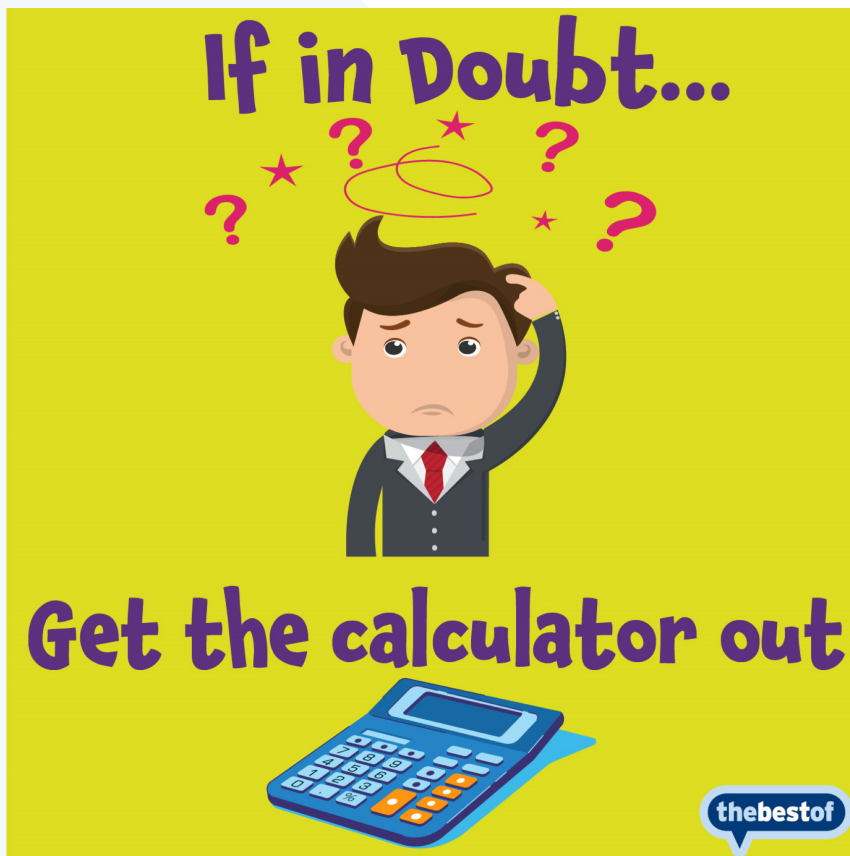
They spent £700 and DOUBLED it in less than three months.

Not a bad return I think you'll agree!

So, although the initial campaign didn't look very impressive – once we stopped and got the calculator out – it was huge success!

It just goes to show... when in doubt – get your calculator out!

If you would like some help with your next marketing campaign, then give us a shout!



If in Doubt...

Get the calculator out

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