

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.

Recently, a business we know was struggling to understand why, (in their mind), their marketing wasn't working. And it reminded us of the following example that will be useful for you in-case you find yourself in a similar position.

Here's the story...

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

Here are the all-important numbers.

They spent £700 (£100 p/day for 7 days)

- Had 122 people register for the webinar
- Had 24 of those people show up to the webinar
- 5 of the 24 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 (just over) 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.

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TOP TIP **TUESDAY!**

But then let's look at the sales.

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

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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