Farm Marketing ROI Calculator

A farm marketing ROI calculator worksheet for farms checking whether a marketing effort paid off. It compares what you spent with the sales that came from it.

Farm / unit: _____ Date: _____ By: _____

Marketing activity _____

Dates it ran _____

Total cost _____

New customers gained _____

Sales from those customers _____

Repeat sales expected _____

Other benefits _____

Return compared with cost _____

Keep, change, or stop _____

NOTES / CALCULATIONS

TIP Ask new customers how they heard about you so you can match sales to the activity.