

# The ROI of Social Media

$$\frac{\text{Gains} - \text{Cost}}{\text{Cost}} \times 100 = \text{ROI}$$

# The ROI of a recorded webinar

$$\frac{400 - 100}{100} \times 100 = 300\%$$

Over one month

$$\frac{2400 - 100}{100} \times 100 = 2399\%$$

Over 12 months with sales every other month. It's not just that social media is great, the compounding of a well-converting video presentation is great.

# The ROI of an ads campaign for events only events (2 months mgt)

$$\frac{0 - 3000}{3000} \times 100 = -100\%$$

Sometimes you lose. 2 months really isn't enough time  
for a complex funnel to see profits reached

# The ROI of an ads campaign

$$\frac{11,000 - 500}{500} \times 100 = 2,100\%$$

# The ROI of Instagram Coaching

$$\frac{200 - 65}{65} \times 100 = 207\%$$

# The ROI of Pinterest Contest

$$\frac{40,000 - 4000}{4000} \times 100 = 900\%$$

An \$800 course is purchased by 50 people after 25 days of video & ads campaign reaching over 2M people

# 50% celebrity JV deal

$$\frac{50,000 - (0 \text{ down} + 5000 \text{ ads})}{5000} \times 100 = \$900\%$$

A \$100 product sold online via celebrity fan page, 50% sales reinvested to Facebook advertising. 50% of earnings to my team.

# The ROI of an annual campaign

$$\frac{42,000 - 10,000}{10,000} \times 100 = 320\%$$

Product development creating programs at \$5000 vs \$125)  
+ coaching + FB events to build a loyal audience + sales  
scripting + blog post support and video creation.



# The ROI of a recent Instagram Training

$$\frac{175 - 10}{10} \times 100 = 1,650\%$$

A \$25 course sold to a well-developed audience to 7 loyal customers and a \$10 boost. Once you get it, you'll always have it.