

ROI: best practices for maximum results

Return on investment is not just another figure in your B2B marketing report; it can tell you a great deal about your marketing, but are you using it properly? Your ROI allows you to determine the success of your investments, leading to the planning and implementation of new systems that drive revenue. This checklist shows you the easy steps you can take, applying the best ROI practices to bring about maximum results.



Start off by knowing where your ROI stands

Download the **Lead Forensics ROI calculator** to see your return on investment in a flash!

DOWNLOAD NOW



Ask what ROI means to you, and your team

How do you currently measure and use ROI?



Assess your attribution system

Are you attributing leads correctly and consistently? Why do you use your current system?



Start at the end

What is your desired ROI for a campaign? Translate this into planned target numbers for your channel/campaign.



Think for today

Set short term ROI targets – how many leads do we need?



Match your approach to your process

Ensure the way you measure ROI reflects the marketing and sales process you follow.



Think for tomorrow

Then set long term ROI targets – how much revenue do we need to generate?



Team up marketing and sales

Tackle ROI from the marketing investment right through to the sales return. The return is of equal importance to the investment.

So now you know the best practices- what are you waiting for? Make the investments that matter, and use your ROI to update your marketing systems, bringing the results you want.

ROIs in excess of
2500%

Take your **free, no obligation trial** of Lead Forensics and uncover the leads you didn't know you had, by discovering the identity of your website visitors – and converting them into sales

Book your **free demo and trial** today!

GET STARTED