2740 There Has to Be an ROI on Everything

Product Fieldbook · https://kb.jeffreysummers.com/docs/2740-there-has-to-be-an-roi-on-everything-2/

The Demand

Before your next marketing dollar goes out this week, write down what it is expected to return and how you will know if it did. Pull your last three marketing spends — the promotion, the ad, the sponsorship — and check whether you ever went back to ask if any of them worked. If you cannot answer that for at least one of them, you have been spending, not investing. Decide this week which one to measure, which one to cut, and which one to double down on.

The Work

Your last three marketing expenditures:

Spend 1 — expected return and actual return:

Spend 2 — expected return and actual return:

Spend 3 — expected return and actual return:

Rate how disciplined your feedback loop is — did you measure after, not just before, 1-5:

Expense or Investment — which lens are you currently using on marketing:

The one spend you will cut this week because it never returned more than it cost:

The one spend you will double down on this week because it did: