

## Content Marketing ROI Calculator Template

Step 1: Write down your spending on content creation and promotion.

Expense	Amount Spent
Content creation	#[Insert amount]
Content promotion	#[Insert amount]
Other related costs	#[Insert amount]
Total cost	#[Total]

Step 2: Write down how much revenue (money) you earned from your content.

Revenue Source	Amount Earned
Sales from leads	#[Insert amount]
Ads and sponsorships	#[Insert amount]
Other income sources	#[Insert amount]
Total revenue	#[Total]

Step 3:\* Calculate your ROI using this formula:

$$\text{ROI} = \frac{(\text{Total revenue}) - (\text{Total cost})}{(\text{Total cost})} \times 100$$

For example, if you spent \$1,000 on content and earned \$3,000, the formula would be:

$$\text{ROI} = \frac{(3000) - (1000)}{(1000)} \times 100 = 200\%$$

This means your ROI is 200%, meaning you earned double what you spent!

This template makes it easy to calculate your return on investment (ROI) for content marketing efforts, helping you see how much value your content is bringing to your business.