



### What Is the ROI Toolkit?

Our goal in creating the ROI Toolkit is to help you prove the return on your marketing investment in terms your executive team can understand and appreciate.

### Overview

The ROI Toolkit puts the focus on key metrics that influence sales pipeline and revenue, like cost per SQL (sales qualified lead) and revenue generated. No longer will you need to rely on more easily measured metrics like CPC (cost per click), CPM (cost per thousand impressions), clicks, and total impressions served to tell your story.

### How Do I Use the Calculator?

1. Project ROI for a Sponsored Content or Sponsored InMail campaign to share with your team to justify an investment (both as a pre-campaign forecasting tool and a post-campaign evaluation tool).
2. Report on ROI and campaign performance during and after a campaign.
3. Learn to focus on the metrics that will matter the most to improve sales outcomes (i.e., focus on getting cost per SQL down versus cost per click).

### What Metrics Do I Need to Know?

- **Average Sale Price (ASP):** How much revenue your company can bring in from a new sales deal on average (ASP will vary, but try to identify a benchmark for average deal).
- **Landing Page Conversion Rate:** The percentage of your landing page visitors who submit a form.
- **Percent of Marketing Leads Who Convert into Sales Opportunities:** We know this number is difficult to predict, so if you don't have that handy, use 10%. You can update this later.
- **Percentage of Sales Qualified Opportunities That Convert to Revenue:** We also know this number is difficult to predict, so if you don't have that handy, **use 15%**. You can update this later as you measure results from your campaign to get a better read.

### How Do I Use the Scorecard?

Successfully driving ROI requires a sophisticated approach to your campaigns across several different parameters:

1. Use the scorecard when getting started on LinkedIn to assess your level of sophistication and to identify opportunities to improve.
2. Read through each "sophistication metric" and select Y/N depending on whether you currently track these metrics in your campaigns.
3. Ultimately you want to achieve the level of "sophisticated marketer." Doing so ensures you are performing the activities that go hand-in-hand with maximizing ROI.