

Cost per lead by channel:

Channel	Cost Per Lead

Conversion rate per channel:

Channel	Ad Spend	Leads	Sales	Conversion Rate (lead to sale)	Return on Ad Spend

Conversion rate of lead to sales = sales divided by interactions.

Return on ad spend = Revenue derived from ad source divided by cost of ad source

Average ratio of conversion of lead to sales transaction: \_\_\_\_\_

Average cost of transaction \_\_\_\_\_

Total return on ad spend (ROAS) is \_\_\_\_\_

Use the following chart to outline the channels, tactics, budget, desired outcome and KPIs.

Channel	Tactic	Budget	Desired Outcome	KPIs
Example: Google Search	PPC	\$1,000 per month	Sales	Clicks Leads Sales

When I receive a lead, how will I follow up? (Include who will follow up and within what time frame)