Digital Marketing Toolkit Menu

The Digital Marketing Toolkit is designed for business owners and marketing executives looking to develop more effective marketing programs to increase sales and attract and retain profitable customers. It includes 28 marketing applications, interactive tools, guides and templates on email and digital marketing. The toolkit includes HTML and Flash tools as well as Word, Excel, and project management templates created with Gantt Project an open source project management software package that is available for Java, Windows, iOS and Linux platforms. The GANTT chart templates can be opened with Microsoft Project or you will need a version of Gantt Project freeware which you can download at www.ganttproject.biz.

Instructions: Click the hyperlinks next to the tool description to launch a tool. If you select the HTML version, it will open in your default browser. Selecting the Excel, Word or Gantt Projects versions will open it in that application or give you a choice to open the file with one of those applications.

Table of Tools

Name	Description	Versions	
Digital Marketing Planning & Analysis Tools			
Sample Size Calculators	Use the Sample Size Marketing Calculators to determine a sample size for testing the response to an upcoming B2B or B2C direct marketing campaign, or for a research survey in which you want to determine how many people to interview or send questionnaires (the minimum sample size).		Excel
Marketing Campaign Planning Guide Template	Use this 20-page planning guide and template to create your marketing campaign, which may include one or more tactics or be a fully integrated marketing campaign. Each section includes instructions to guide you through the planning process and details each aspect of the campaign.		Word
Campaign Response Rate Calculator (Based On Project Revenue)	Use this Campaign Response Rate Marketing Calculator tool to calculate overall response rate required to achieve your desired revenue for this B2C or B2B direct response campaign and also the number of inquiries, leads, opportunities, qualified opportunities, and closed sales needed to achieve this profit based on the advertising circulation and costs for a program, the average revenue per transaction, and the gross margin percentage for that transaction that you enter.	HTML	Excel
Campaign Lead Projections Woorksheet	Use this worksheet to layout your marketing campaign sales opportunities by industry and market segment; message and offers, activities calendar, lead projections, campaign spending and overall campaign budgets for the period.		Excel
Campaign ROAI Calculator	The Marketing Campaign ROAI Calculator (return on advertising investment or sometimes called the ROMI (return on marketing investment) Calculator will help you learn immediately if your product(s) made money or can make money via the media used	HTML	Excel
Simple Marketing ROI Calculator	This tool will compute the simple return on investment (ROI) for a marketing campaign based on gross sales for the campaign, cost of goods sold and the total advertising costs.	HTML	Excel
CPI / CPL (Cost Per Inquiry / Cost Per Lead) Breakeven ROI Calculator	Use this Cost Per Inquiry (CPI) / Cost Per Lead (CPL) Breakeven Marketing Calculator to determine the breakeven and CPI / CPL for your B2B or B2C direct response campaign.	HTML	Excel
Campaign Circulation Size Planning Tool	This tool will determine the size (circulation) of a campaign that achieves your desired revenue objective based on response and conversion rates and your average transaction value. This tool will tell you how big your mailing or circulation has to be.	HTML	Excel
Single Variable Breakeven ROI Calculator	Use this tool to analyze the profitability of a campaign based expected response rate. The breakeven sensitivity analysis computes the revenue and profitability of the campaign at different levels based on varying a single variable, the overall response rate.	HTML	Excel
Campaign Inquiry Calculator	Use this Direct Response Inquiry Marketing Calculator to determine the number of mailings needed for your B2B or B2C direct response	HTML	Excel

	campaign in order to generate the desired number of inquiries.		
Campaign Response Analysis Tool	Use this tool for tracking responses to all types of direct response campaigns, regardless of media, as long as you know the projected weekly percent of responses.	HTML	Excel
Campaign Financial Results Analysis Tool	Use this tool to calculate campaign financial results based on the campaign quantity, advertising costs, and other factors that you enter into the fields on the right side of the tool.	HTML	Excel
Inquiry / Lead Flow Calculator Based on Average Order Value	Use this tool to calculate the size of your marketing campaign and the number of leads that you need to generate from the campaign in order to achieve the desired gross revenue for the campaign based on the average transaction value.	HTML	Excel
Campaign Response Rate Calculator (Based on Gross Margin Objective)	Use this calculator to determine the response rate and sales leads required to achieve a desired profit percent from the program.	HTML	Excel
Lead Generation Calculator by Media Type	Use this pro forma Breakeven Analysis - Lead Generation Campaign BE Marketing Calculator to determine the breakeven percentage and inquiries or leads required based on a desired cost per lead / inquiry (CPI / CPL) for your direct response B2C or B2B marketing campaign.	HTML	Excel
Marketing Campaign Plan Project Template	Use this Gantt Chart template to layout your marketing campaign plans. By default, the chart is already filled out with tasks that typically need to be performed for such a launch. You can elminate or add tasks and set up the appropriate timing and also the persons responsible for each task. You will need a version of Gantt Project freeware which you can download at www.ganttproject.biz or Microsoft project to open this template. **Note: To launch this template, you must have Gantt Project or Microsoft Project installed. Then open the toolkit folder and double click the file to open it.**		Gantt Project
Advertising Media Selection Tool	Use this Direct Response Advertising Media Selection Tool to select the appropriate media for your direct marketing campaign based on the advantages and disadvantages of the various media types.	HTML	Excel
Advertising Planning Checklist Template	Use this checklist to make sure you have covered all aspects of your advertising (marketing) campaign from planning to execution.	HTML	Word
Advertising Effectiveness Checklist	The Advertising Effectiveness Tool is a checklist of all the factors that you must consider in developing your advertisements. There are 74 factors on which to evaluate your advertisement.	HTML	Excel
Communications Strategy Input Brief Template	Use this template to prepare your overall communications strategy, objectives and tactical direction. It guides you through outlining and addressing the strategic issues involved in developing a marketing communications campaign.	HTML	Word
Marketing Communications (Content Marketing) Plan Template	Use this template to layout your detailed communication plan, activities, and budgets for new customer acquisition, customer retention and reactivation of lost customers.	HTML	Word
Message Planning Template	This tool will help you plan your content and marketing communications strategies, tactics, activities and messages for each of the target markets (and personas) that you are pursuing in this planning period and the opportunity ($'s) that exist for your organization in that target segment.	HTML	Word
Creative Brief Template	Use this template to prepare the creative strategy, objectives, and activities that are required to support marketing communications activities. A creative brief defines your project in such detail that everyone involved on the project will have a clear understanding what the end product is intended to be and what it's intended to accomplish from a marketing perspective.	HTML	Word
Marketing Agency Evaluation Tool	The Agency Evaluation tool will help you select a creative or marketing agency from several candidates based on an objective scoring system.	HTML	Excel
Direct Marketing Campaign Breakeven ROI Calculator by Media Type	Use this tool to run the numbers on a direct-mail campaign. The tool includes a breakdown of gross margin of the product being sold, the cost of the direct mail piece, and an analysis of the profit and break-even point.	HTML	Excel
Direct Marketing Campaign Media Level Breakeven Calculator	The Breakeven - Media Level Pro-Forma Marketing Calculator will help you learn immediately if your product can make money in a direct marketing campaign in print, catalog, or email media.	HTML	Excel
Digital Marketing Assessment Tool	Use the Digital Marketing Assessment to perform a detailed audit of your organization's digital marketing to access your digital marketing strategies, processes, practices, and programs.	HTML	Excel
Email Campaign Monthly Lead Flow Calculator	Use this tool is to determine what you need to mail per month to generate a given revenue objective for an email campaign. It works for	HTML	Excel

	all types of business-to-business and business-to-consumer email campaigns.		
Email Campaign Profitability Assessment Tool	Use this E-mail Campaign Revenue & Profitability Assessment Tool to compute the number of completed responses you need to achieve breakeven and give you the ROI for the campaign based on the values you entered.	HTML	Excel
Banner Ad ROI Breakeven Calculator	Use this Internet Banner Ad (advertisement) Breakeven & ROI Calculator to compute the breakeven and ROI for a banner advertisement, based on number of impressions, click through rate, selling price and margin, and advertising costs.	HTML	Excel
Pay Per Click ROI Breakeven Calculator	Use this Pay-per-click (PPC) Advertising Breakeven & ROI Calculator to calculate the breakeven and ROI for Pay-per-click advertisements.	HTML	Excel
Website ROI Breakeven Calculator	Use this Website Return on Investment & Breakeven Calculator to compute your ROI and breakeven for your website, based on traffic, operating and promotional costs. Enter your monthly traffic figure, the cost of maintaining and promoting the site during a month, the monthly number of inquiries at your site and the conversion rate of inquiries to buyers.	HTML	Excel
Social Media Marketing Readiness Assessment Tool	Use this self-assessment to help you quickly determine your organization's readiness for launching and/or expanding your social media marketing efforts as part of your overall integrated marketing communications strategies and programs.	HTML	Excel
Social Media ROI Breakeven Calculator	The Social Media Marketing ROI Breakeven Calculator is flexible, and it's designed to help you put an ROI formula to work for your brand in the way that makes the most sense for you.	HTML	Excel
Social Media Campaign ROI Breakeven Analysis Tool	These calculators include the key metrics we think are imperative to gauging your social media presence. The calculator takes into account your overall investment and your output on all of your social channels. The calculator is flexible, and it's designed to help you put an ROI formula to work for your brand in the way that makes the most sense for you.	HTML	Excel

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