



Cost to Benefit of Advertising

| Month | 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | 7 | | 8 | | 9 | | 10 | | 11 | | 12 | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| En = Enquiries Sa = Sales | En | Sa | En | Sa | En | Sa | En | Sa | En | Sa | En | Sa | En | Sa | En | Sa | En | Sa | En | Sa | En | Sa | En | Sa |
| Local News | | | | | | | | | | | | | | | | | | | | | | | | |
| Website | | | | | | | | | | | | | | | | | | | | | | | | |
| Networking Event | | | | | | | | | | | | | | | | | | | | | | | | |
| Email Marketing | | | | | | | | | | | | | | | | | | | | | | | | |
| Viral Marketing | | | | | | | | | | | | | | | | | | | | | | | | |
| Personal Recommendation | | | | | | | | | | | | | | | | | | | | | | | | |
| Directory Listings | | | | | | | | | | | | | | | | | | | | | | | | |
| Magazine Advertisement | | | | | | | | | | | | | | | | | | | | | | | | |
| Leaflets | | | | | | | | | | | | | | | | | | | | | | | | |
| Telephone Sales | | | | | | | | | | | | | | | | | | | | | | | | |
| Directory Listings | | | | | | | | | | | | | | | | | | | | | | | | |
| Totals | | | | | | | | | | | | | | | | | | | | | | | | |

Feel free to add categories as they suit your business, these are a guide. A blank version of this template can be downloaded from our website.

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