How To **Prove the Value** of Your Marketing

A Framework for ROI and Getting Executive Buy-In

PRESENTATION - 2025

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Date:
June 5th, 2025

As a Full Service Marketing Agency

We offer a range of services... but hear the same requests over and over again

PAID ADVERTISING (PPC & DISPLAY)

SEARCH ENGINE OPTIMIZATION (SEO)

EMAIL MARKETING & AUTOMATION

CONTENT STRATEGY & CREATION

SOCIAL MEDIA FOR BRAND AWARENESS

WEB DESIGN & OPTIMIZATION

LANDING PAGES & CONVERSION STRATEGY

REPORTING & ANALYTICS

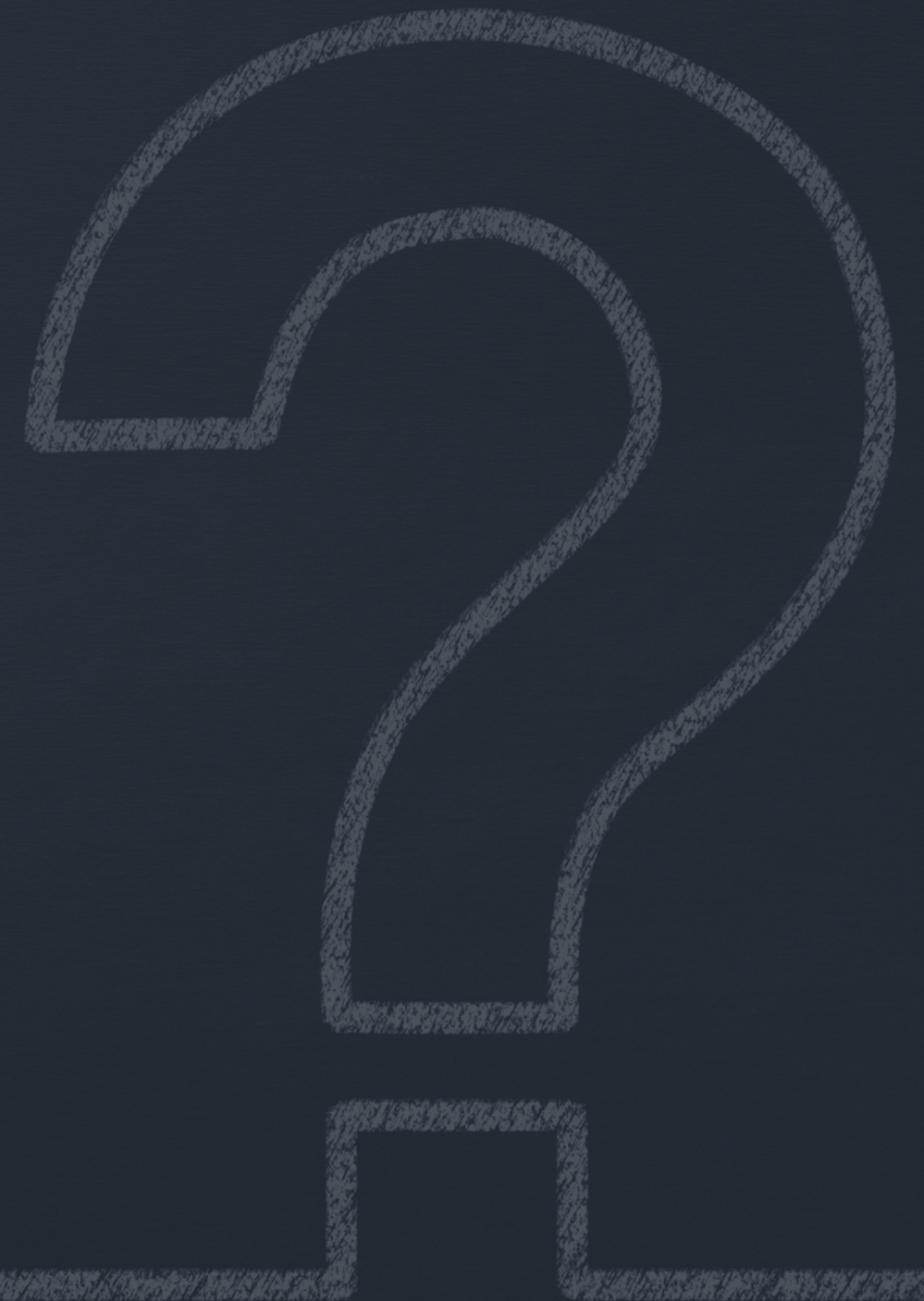# When "It's Working" Isn't Enough

Have you heard this before?

"We know it's working… but how do we show it in a way leadership actually cares about?"

01 "How can we quantify it and tie it to revenue?"

02 "Are we spending in the right places, or just staying busy?"

What You'll Gain:

Our goal is to give you a more clear way to communicate your marketing's true impact so leadership sees it as a growth driver, not just another expense.

You'll walk away with:

A clear 4-step framework to measure what actually matters

Real-world examples across paid ads, search engine optimization, and adaptation

Tools to forecast results and **present** ideas that get approved

Confidence to **turn marketing into a conversation about growth,** and not guesswork

Marketing's Role in the Bigger Revenue Picture

Marketing generates sales conversations.

Sales turns conversations into revenue.

What influences the revenue timeline beyond marketing?
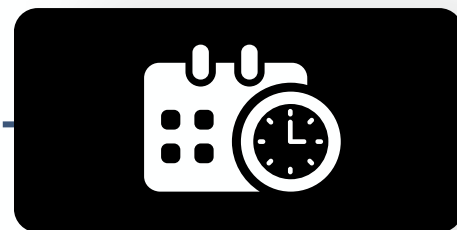
How quickly leads are followed up

Number of sales touchpoints

Service or product delivery timeline

Time to quoting and proposal

Time to issue a PO

Meanwhile, marketing continues nurturing those leads.

Poll Time:

How long is your average B2B sales cycle, from first contact to closed revenue at your company?

A Less than 1 month

B 1–3 months

C 4–6 months

D 7–12 months

E Over a year

F I have no idea

Introducing the Framework

The "Marketing Value Decoder"

Marketing often feels hard to quantify because the **path to revenue isn't always direct.**

4-Step Framework

01 Know What You Spent

02 Track What Leads Came In As Conversions

03 Bridge to Sales

04 Show the Money

This isn't just theory.

Step 1 – Know What You Spent

What to include in your total investment:

Advertising spend

→

Marketing-Specific Tools

→

Internal Time and Labor Costs

Marketing Value Decoder

Step 2 – Track What Leads Came In As Conversions
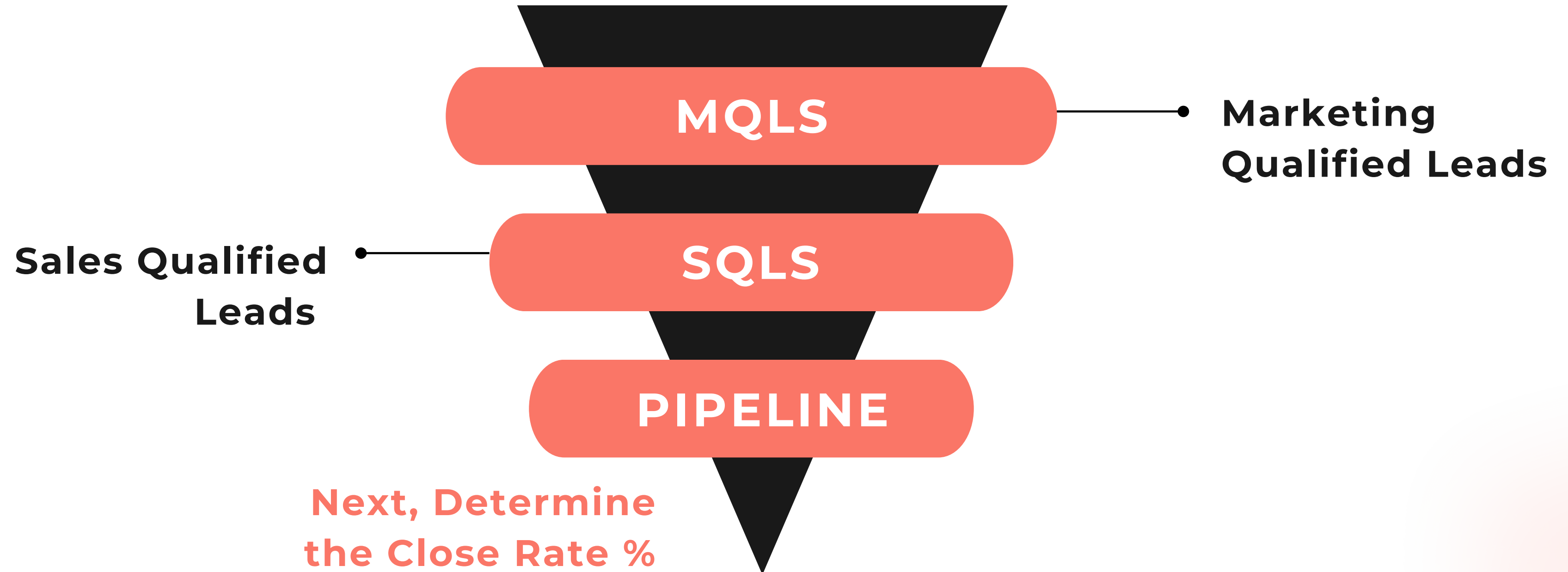
Quote Requests

Phone Calls

Demo Requests

Email Sign Ups

Marketing Value Decoder

Step 3 - Bridge to Sales

The Buyer Journey

MQLS — Marketing Qualified Leads

Sales Qualified Leads — **SQLS**

PIPELINE

Next, Determine the Close Rate %

Marketing Value Decoder

Step 4 - Show the Money

In **B2B, long sales cycles** mean closed revenue often surfaces months after the lead is generated. That's why we focus on two layers of impact.

What to Report:

Total Forecasted Pipeline

The dollar value of qualified opportunities marketing touched through ads, content, email, or events.

Closed Revenue from Marketing

Actual deals that can be directly traced back to marketing-led activity (form fills, gated content, first touch, etc.).

Now Let's Do the Math.

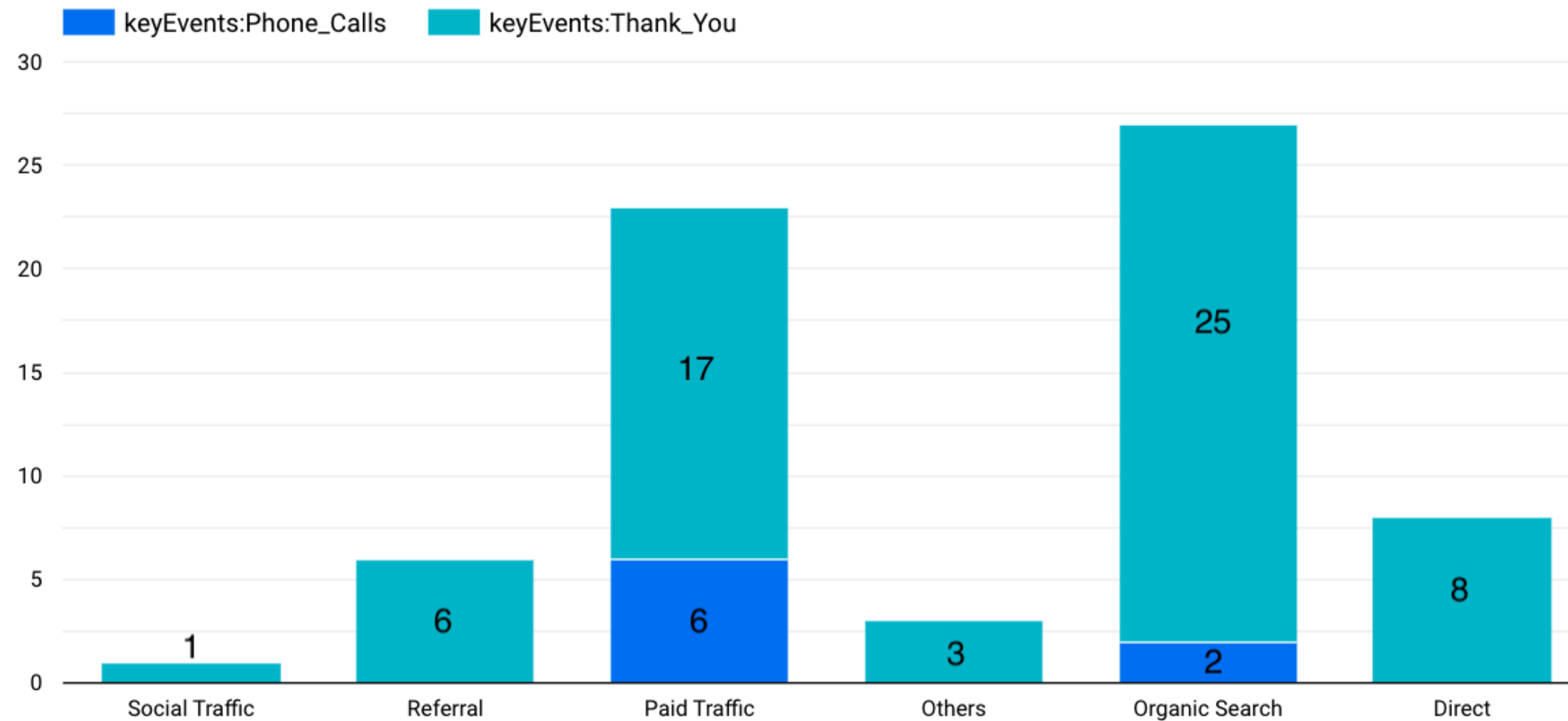This is **How Visitors are Converting on Your Website** on [Selected date]...

8

Phone Calls
With Previous Month Comparison

60

Web Leads
With Previous Month Comparison

Legend: keyEvents:Phone_Calls | keyEvents:Thank_You

Category	Value
Social Traffic	1
Referral	6
Paid Traffic	17 / 6
Others	3
Organic Search	25 / 2
Direct	8

Value of PPC Advertising

Here's how the numbers break down:

METRIC	VALUE OF PPC ADVERTISING	CALCULATION
Campaign Spend	Invested: **$1699**	**Step 1:** Know What You Spent.
Total Campaign Leads	Total of **17 web leads**	**Step 2:** Track What Came In (Focus on Conversions)
Value Average Per Lead	**$10K**	**Define the Value**

METRIC	VALUE OF PPC ADVERTISING	CALCULATION
Qualified Leads (MQLS/SQLs)	Only **10** were qualified leads	**Step 3:** Bridge to Sales.
Estimated Closing Rate	Estimated lead-to-customer closing rate: **40%**.	**Step 3.1:** Know Your MQL Closing Rate
Projected Revenue	**$40,000** 10 (MQLs) * 0.40 (Closing Rate) * $10,000 (Avg. Revenue) = 4 customers * $10,000 = $40,000	**Step 4:** Show the Money. Projected Revenue = (MQLs Generated) * (Est. Closing Rate) * (Est. Avg. Revenue per Customer)

METRIC	VALUE OF PPC ADVERTISING	CALCULATION
Forecasted ROI	**2,254%** (($40,000 (Projected Revenue) - $1,699 (Spend)) / $1,699 (Spend)) * 100% = 22.54 * 100% = 2,254% ROI	**Step 4.1:** Get Your Forecasted ROI Forecasted ROI = (Projected Revenue from MQLs - Total Marketing Spend) / Total Marketing Spend) * 100%

Forecasted ROI: 2,254%

Projected Revenue: $40,000

Projected Profit: $38,301

Let's Go Back And Do It Again for SEO.

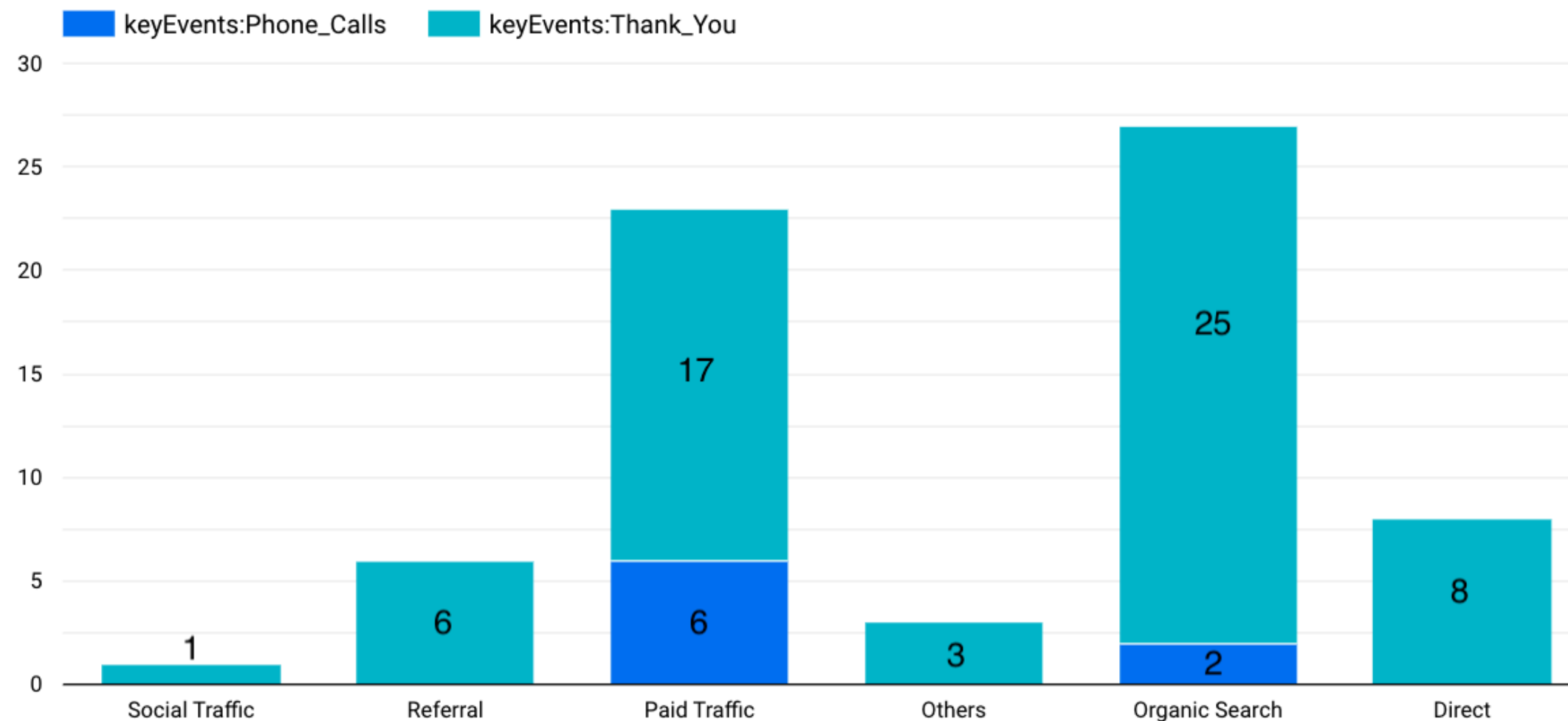This is **How Visitors are Converting on Your Website** on [Selected date]...

Value of SEO

Here's how the numbers break down:

METRIC	VALUE OF SEO	CALCULATION
Campaign Spend	Invested **$2,499** per month	**Step 1:** Know What You Spent.
Total Campaign Leads	Total of **25 web leads**	**Step 2:** Track What Came In (Focus on Conversions)
Value Average Per Lead	**$10K**	**Define the Value**

METRIC	VALUE OF SEO	CALCULATION
Qualified Leads (MQLS/SQLs)	Only **17** were qualified leads	**Step 3:** Bridge to Sales.
Estimated Closing Rate	Estimated lead-to-customer closing rate: **40%**.	**Step 3.1:** Know Your MQL Closing Rate
Projected Revenue	**$68,000** 17 (MQLs) * 0.40 (Closing Rate) * $10,000 (Avg. Revenue) = 6.8 customers * $10,000 = $68,000	**Step 4:** Show the Money. Projected Revenue = (MQLs Generated) * (Est. Closing Rate) * (Est. Avg. Revenue per Customer)

METRIC	VALUE OF SEO	CALCULATION
Forecasted ROI	**2,621%** (($68,000 (Projected Revenue) - $2,499 (Spend)) / $2,499 (Spend)) * 100% = 26.21 * 100% = 2,621% ROI	**Step 4.1:** Get Your Forecasted ROI Forecasted ROI = (Projected Revenue from MQLs - Total Marketing Spend) / Total Marketing Spend) * 100%

Forecasted ROI: **2,621%**

Projected Revenue: **$68,000**

Projected Profit: **$65,501**

Forecasted Marketing ROI Calculator

Estimate the potential return on your marketing spend.

Total Marketing Spend ($)

e.g., 2500.00

MQLs Generated (#)

e.g., 150

Est. MQL-to-Customer Closing Rate (%)

e.g., 5 for 5%

Est. Avg. Revenue per Customer ($)

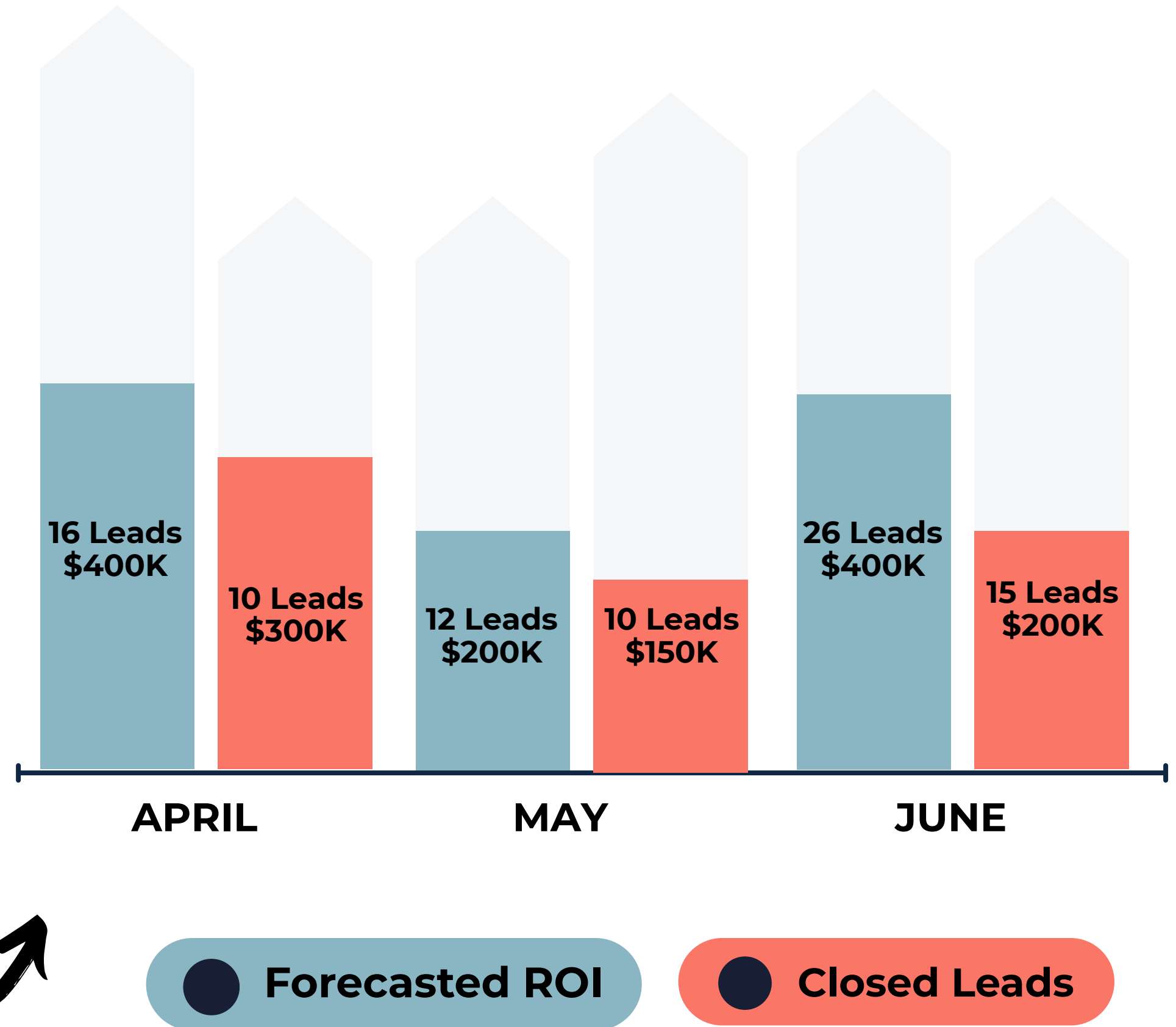e.g., 2000.00

Calculate Forecasted ROI

Powered by Simplified Marketing

Marketing ROI Calculator
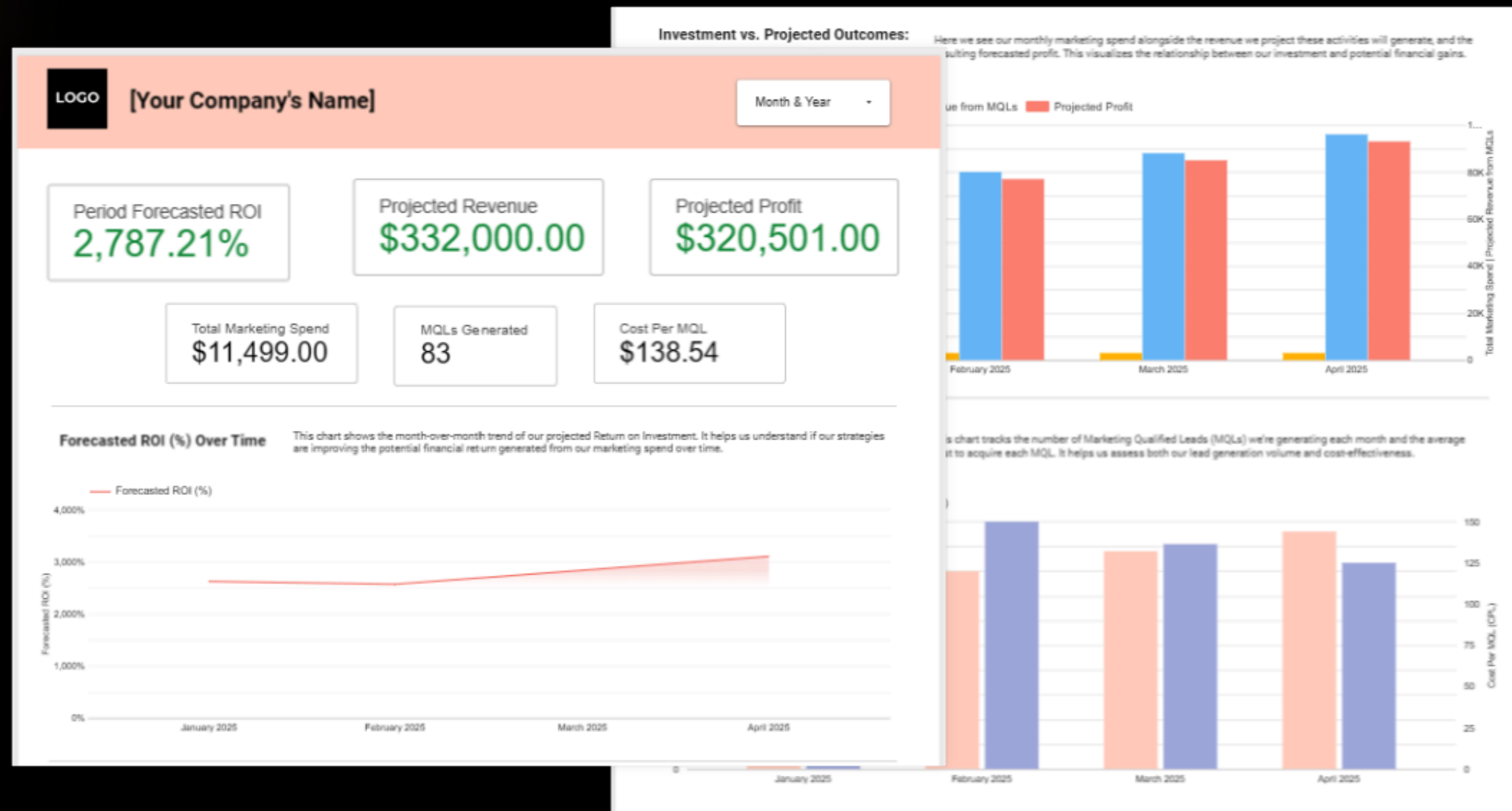
From Data to Buy-In

Turning Your Results Into a Clear, Confident Value Story

Use the *"1-Slide Marketing Win"* format to communicate impact in a way that drives decisions:

▶ **What You Spent**

▶ **Show What Came In the Pipeline**

▶ **What You Recommend Doing Next**

1-Page Report Template

Your story isn't just about numbers, it's about showing how marketing moves the business forward.

Your Toolkit:
Everything You Need to Start Proving Value

**Start simple: One campaign.
One number. One clear win.**

You bring the strategy, we help your numbers stand out.

01

The Marketing Value Decoder

(4-step framework)

02

The ROI Estimator Calculator

(plug in your own numbers)

03

The 1-Slide Win Template

(for fast, credible reporting)

Need Help with
Executing Your Marketing Campaigns?

What we handle:

Campaign execution

Performance tracking and live reporting

Reporting that's built to speak to leadership

Most importantly, results

When marketing **is done right,** you can tell a better story.

Campaign Cost:	**$3,748**
MQLs:	**2 (out of 6 web leads)**
Value:	**$300,000,000**
Closing Rate:	**10%**
Forecasted ROI:	**1,600,753.79%**
Projected Revenue:	**$60,000,000.00**
Projected Profit:	**$59,996,252.00**

Strategy Meets Execution —
All Built to Drive Revenue

Our Conversion Driven Services Include:

PAID ADVERTISING (PPC & DISPLAY)

SEARCH ENGINE OPTIMIZATION (SEO)

EMAIL MARKETING & AUTOMATION

CONTENT STRATEGY & CREATION

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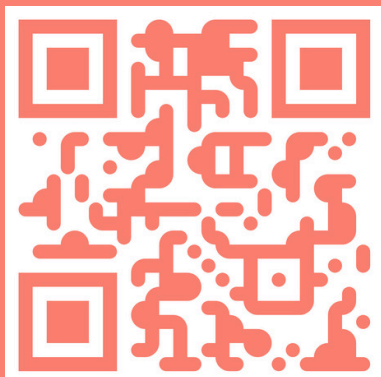
Stop Guessing.
Start Proving.

You now have the tools to start doing it!

Not sure what's working?

Book a free marketing consultation with us today!

simplifiedmarketingllc.com/free-consultation/

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