

Marketing ROI Calculator

Full Beds Forever: Care Home Marketing Resource

Introduction

This marketing ROI calculator will help you measure the return on investment for your care home marketing activities.

Understanding which strategies deliver the best results will help you optimize your limited marketing budget.

Key Metrics to Track

Cost per enquiry: $\text{Total cost of marketing activity} \div \text{Number of enquiries generated}$

Conversion rate: $\text{Number of admissions} \div \text{Number of enquiries}$

Cost per admission: $\text{Total cost of marketing activity} \div \text{Number of admissions}$

Lifetime value: $\text{Average monthly fee} \times \text{Average length of stay (months)}$

ROI Calculation

$\text{ROI} = (\text{Revenue generated from marketing} - \text{Cost of marketing}) \div \text{Cost of marketing} \times 100\%$

Example: If you spend £500 on a campaign that generates 2 new residents with a lifetime value of £60,000 each, your ROI is 23,900%

Tracking Different Channels

Digital marketing: Use UTM parameters and Google Analytics

Traditional marketing: Use unique phone numbers or reference codes

Referral partnerships: Track source of each referral

Community engagement: Ask new enquiries how they heard about you

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