

Management StartUP

A pie chart icon with four segments in red, blue, yellow, and green, positioned to the left of the 'Management StartUP' text.

Evaluate your profit from an advertising campaign

Evaluation of the effectiveness of an Advertising campaign by e-mail

TOOL MANUAL
MR04

ABOUT US



The staff of Online Management Solutions Ltd is trained on providing services for establishing and developing new entrepreneurial activities, as well as providing online services for businesses, and especially the media.

Our Vision

The website managementstartup.com was created by Online Management Solutions Ltd.

It stands as one of our first creations and it focuses on developing and providing research tools that can help people who are close to their entrepreneurial startup.

Management Startup was created by people with a high educational level and vast experience in the field of research and development of new tools for entrepreneurship.



GENERAL DESCRIPTION



The Tool "MP4. Evaluation of the effectiveness of an Advertising Campaign by E-mail" helps you evaluate the effectiveness of an advertising campaign by e-mail that you are about to realise.

Specifically, it helps you estimate:

- the total sales you will ensure through the campaign
- expected profit from the campaign
- percentage of return from the campaign (where the investment is the planned advertising campaign)

Furthermore, you are given the opportunity to examine all the above elements by changing the parameters of the planned campaign. For example you can examine the results of the campaign by increasing the Expected Percentage of Responses, increasing the total number of Recipients or decreasing its cost.

A respective diagramme is also included in the results of the tool, which displays the three main elements of the campaign, which are:

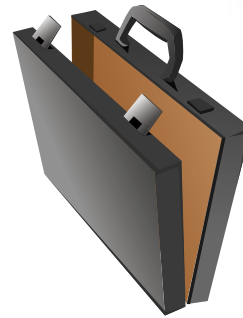
- Cost of the Campaign
- Expected Revenues from the Campaign
- Expected profit from the Campaign

TOOL USAGE

The tool "MP4. Evaluation of the effectiveness of an Advertising campaign by e-mail" can be used by the entrepreneur and the responsible marketing executive of the enterprise.

Type of business

Startups
New Ventures
Existing Companies
Consultans
Training Organisations



Size of business

Micro
SMEs
Corporations

Field of business

Services
Manufacturing
Trade



TYPE OF TOOL: Calculator

YEAR: 2013

TIME NEEDED: 15'-20'

FREQUENCY: Occasionally



Online Management Solutions Ltd

info@onlinemanagementsolutions.com