

Management StartUP



Calculate your profit from an online advertising campaign

Evaluation of the Effectiveness of an Online Advertising Campaign

TOOL MANUAL
MR05

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 "MP5. Evaluation of the Effectiveness of an Online Advertising Campaign" helps you calculate the performance and effectiveness of a planned online advertising campaign that you are about to put into action.

Specifically, it helps you calculate:

- total sales that you will secure through the campaign
- expected profit you will make through the campaign
- percentage of return of the campaign (where the planned campaign is the investment)

You are also allowed to evaluate all the above data by changing each parameter respectively.

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

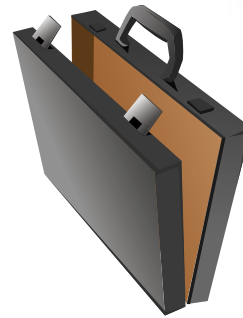
- Cost of the Campaign
- Expected Revenues from the Campaign
- Expected profits from the Campaign

TOOL USAGE

The tool "MP5. Evaluation of the Effectiveness of an Online Advertising Campaign" 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



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