CHECKLIST

Social Media ROI Tracking Checklist

- [ ] Add up your total ad spend for the period
- [ ] Calculate the value of time spent managing accounts
- [ ] Include costs for tools, subscriptions and freelancers
- [ ] Track revenue or outcomes from tagged links and campaigns
- [ ] Assign a value to leads or signups if you're not selling directly
- [ ] Subtract your investment from your return and divide by investment
- [ ] Compare ROI across platforms to see where effort pays off
- [ ] Test one change at a time when ROI is low
- [ ] Measure again after a month and track improvement
- [ ] Stop investing in channels that consistently show negative returns