



VERTICAL VISION  
FINANCIAL MARKETING

# Seminars: Return on Investment 300% Return on Marketing Dollars

It all boils down to the bottom-line: results. For sales professionals who consistently follow our formula, the ROI from marketing dollars averages 300%. A review of the chart below shows three examples. As you can see, based on the national average, the profit from just one event mailing not only covers all the expenses for the campaign - but also provides enough money to fund another mailing and put money in your pocket.

	National Average	Example 2	Example 3
Number of Invitations Mailed	6,000	6,000	6,000
Percent Response	2%	3%	1%
Total Attendees	120	180	60
Approximate Buying Units	72	108	36
Total Appointments	24	36	12
Total New Clients	12	18	6
Average Commission Per Client	\$3,000	\$3,000	\$3,000
<b>TOTAL COMMISSION</b>	<b>\$36,000</b>	<b>\$54,000</b>	<b>\$18,000</b>
Mailing & RSVP Cost	\$4,800	\$4,800	\$4,800
Meals @\$20.00 each	\$2,400	\$3,600	\$1,200
<b>YOUR SEMINAR EXPENSE</b>	<b>\$7,200</b>	<b>\$8,400</b>	<b>\$6,000</b>
Cost Per Lead	\$60	\$47	\$100
<b>Your Additional Commissions Per Seminar</b>			
<b>Your Net Profit from One Mailing</b>	<b>\$28,800</b>	<b>\$45,600</b>	<b>\$12,000</b>
Your ROI	<b>400%</b>	<b>543%</b>	<b>200%</b>

### Consistency is the key.

As you create your event marketing plan for the year, it's important to make the commitment to conduct campaigns throughout the year and set realistic expectations. The most successful sales professionals conduct between six and eight event mailings a year. Some campaigns net huge profits while others may return significantly less. Remember, prospects will buy from you when they are ready - not when you want them to. That's why it's crucial to be in front of the prospects in your neighborhood every month. Only then can you expect consistently strong ROI and profits from your marketing dollars.

### Plan Your Work, Work Your Plan.

The Marketing Team at Vertical Vision can help you develop a year-round prospecting plan. Whether you choose to stick solely to event marketing or a mix that includes direct mail, pre-set appointments, and client appreciation efforts - we have the products, services experience and customer service that will allow you to do what you do best - meet new prospects and build record numbers of new clients.

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