

# LIFETIME VALUE

To understand the value of marketing and engaging the customer, you must first understand the lifetime value of a customer.

Your Average Order = \$ \_\_\_\_\_

\$ \_\_\_\_\_ X 4 times a year = \$ \_\_\_\_\_  
Your Average Order Customer Yearly Average

\$ \_\_\_\_\_ X 3 years (Average time of a Lifetime Customer) = \$ \_\_\_\_\_  
Customer Yearly Average Average Lifetime Value

100 Customers X \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
Average Lifetime Value

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## ADVERTISING

A typical "Shotgun" Print ad costs about \$7,000 for a print of 50,000 brochures inserted in your local newspaper.

### 1) COSTS

Brochures: \$ \_\_\_\_\_ each X \_\_\_\_\_ = \$ \_\_\_\_\_  
Number of Copies Ordered Print Cost

Inserts: \$ \_\_\_\_\_ each X \_\_\_\_\_ = \$ \_\_\_\_\_  
Number of Copies Inserted/Mailed Newspaper Insert Cost/Postage

\$ \_\_\_\_\_ + \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
Print Cost Newspaper Insert/Postage Cost Total Campaign Cost

### 2) ANALYZING THE RESULTS

\_\_\_\_\_ orders X \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
Your Average Order Campaign Return

\$ \_\_\_\_\_ +/- \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
Campaign Return Total Campaign Cost

Arthur Conforti



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# For Example: **Holiday Brochures**

## **Mailers**

**10,000**

Print cost – 15¢ ea. = \$1,500

Postage – 30¢ ea. = \$3,000

Campaign Total \$4,500

## **Newspaper Inserts**

**50,000**

Print cost – 8¢ ea. = \$4,000

Insert cost – 4¢ ea. = \$2,000

Campaign Total \$6,000

## **Analyzing The Results**

**At an average of \$60 per order**

## **Mailers**

**10,000 (\$4,500)**

.25% = 25 orders = \$ 1,500

.50% = 50 orders = \$ 3,000

1% = 100 orders = \$ 6,000

## **Newspaper Inserts**

**50,000 (\$6,000)**

.25% = 125 orders = \$ 7,500

.50% = 250 orders = \$15,000

1% = 500 orders = \$30,000

**Whichever you choose, remember  
the **LTV** should always be considered.  
(between **\$240** and **\$720**)**

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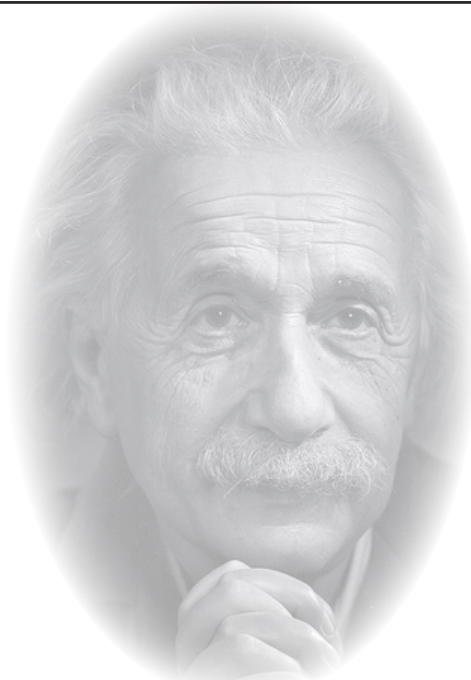
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## Turn 2 Script:

*"Thank you for your order (Mrs. Jones) and by the way, your purchase to-day qualifies you for a \$10 discount on any order you place with us next month. With the holidays just around the corner, is there any additional shopping I may assist you with? Most of the bouquets on our website are available not only locally but across the USA as well." (You will find that most of the time people who order at Thanksgiving will send the same recipient a centerpiece for the holidays. Why not secure the future order while they are already placing an order?)*

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# ***INSANITY***

**is doing the same thing, over and over again,  
but expecting different results.**

**-Albert Einstein**

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