

SME · SOCIAL MEDIA

Social Media ROI Calculator Manual

Calculating the revenue impact of your social media investment across all platforms.

WHAT THIS CALCULATOR DOES

The Social Media ROI Calculator helps small and medium businesses quantify the revenue impact of their social media activity. Social media is often treated as a brand awareness channel with no measurable return – this calculator challenges that. By tracing the path from followers and reach through to website clicks, leads, and sales, it provides a clear picture of social media's contribution to revenue.

HOW IT WORKS

Enter your monthly social media investment, your total followers or monthly reach, the rate at which your audience clicks through to your website, your website lead conversion rate, and your average sale value. The calculator traces the full funnel from social reach to revenue and shows your Social ROI and Cost Per Sale.

INPUT SLIDERS EXPLAINED

INPUT	DEFAULT	DESCRIPTION
Monthly Social Media Spend	\$1,200	Total monthly investment in social media – agency or freelancer management fees, content creation costs, and any paid boosting or advertising spend.
Monthly Social Followers / Reach	2,000	Your combined monthly reach across all social platforms. Use Reach from your platform analytics rather than follower count for more accuracy.
Engagement to Website Click Rate	2%	The percentage of your social reach that clicks through to your website each month. Find in social analytics under Link Clicks or Website Visits.
Website Lead Conversion Rate	3%	The percentage of social media visitors who convert into leads. Social traffic often converts lower than search traffic – 1-4% is typical.
Average Sale / Customer Value	\$800	The average revenue value of a sale generated through social. For services use average job value. For products use average order value.

OUTPUT METRICS EXPLAINED

OUTPUT METRIC	HOW IT'S CALCULATED
Monthly Revenue from Social	Total monthly revenue attributable to social media activity. Calculated through the full funnel from reach to sales.
Monthly Website Clicks	How many website visitors your social media generates. Monthly Reach x Engagement to Click Rate.
Monthly Leads	How many leads those social visitors generate. Monthly Website Clicks x Lead Conversion Rate.
Monthly Sales	How many leads convert to sales. Uses a 25% lead-to-sale benchmark rate for social-generated leads.
Social ROI	Monthly Revenue / Monthly Social Spend. Dollars of revenue generated for every dollar invested in social media.
Cost Per Sale	Monthly Social Spend / Monthly Sales. How much your social media investment costs to acquire one customer.
Annual Revenue	Monthly Revenue x 12. Your projected annual revenue contribution from social media activity.

CALCULATION FORMULAS

Monthly Website Clicks = Monthly Reach x (Click Rate / 100)

Monthly Leads = Monthly Clicks x (Lead Conversion Rate / 100)

Monthly Sales = Monthly Leads x 0.25 (25% lead-to-sale benchmark)

Monthly Revenue = Monthly Sales x Average Sale Value

Annual Revenue = Monthly Revenue x 12

Social ROI = Monthly Revenue / Monthly Social Spend

Cost Per Sale = Monthly Social Spend / Monthly Sales

TIPS FOR BEST RESULTS

- Use Reach rather than Followers – reach reflects how many people actually saw your content each month.
- LinkedIn typically generates higher-value B2B leads. Instagram and TikTok drive higher volume but lower-value leads.
- A Social ROI below 1x is common when starting out – focus on growing reach and engagement before expecting direct revenue.
- Paid social boosting (\$5-20/day) can dramatically increase reach and website clicks without large budget increases.
- Social media true value often extends beyond direct revenue – brand awareness, retargeting, and SEO signals add unmeasured value.

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