SME · CONTENT MARKETING

Content Marketing ROI Calculator Manual

Understanding the revenue return on your blog, video, and content investment.

WHAT THIS CALCULATOR DOES

The Content Marketing ROI Calculator helps small and medium businesses understand the financial return on their investment in blogs, videos, guides, and other content. Content marketing is often dismissed as unmeasurable — this calculator proves otherwise. By connecting content traffic to lead generation and customer acquisition, it shows the clear revenue impact of your content strategy.

HOW IT WORKS

Enter your monthly content investment, the number of visitors your content attracts, how many of those visitors become leads, how many leads become customers, and your average customer value. The calculator shows your monthly and annual revenue from content, your content ROI multiplier, and your cost to acquire each customer through content.

INPUT SLIDERS EXPLAINED

INPUT	DEFAULT	DESCRIPTION
Monthly Content Investment	$1,500	Total monthly spend on content creation and distribution — writer or creator fees, video production, design, tools, and distribution costs.
Monthly Content Visitors	1,000	Website visitors arriving through your content each month. Find in Google Analytics by filtering to your blog or content URLs.
Visitor to Lead Rate	2%	The percentage of content visitors who convert into leads — email sign-ups, content downloads, contact forms, or calls. Typically 1-3%.
Lead to Customer Rate	15%	The percentage of content-generated leads who become paying customers. Content leads are often higher intent than cold traffic.
Average Customer Value (Annual)	$2,000	The average annual revenue from a single customer. For one-off purchases use average transaction value. For ongoing clients use annual contract value.

OUTPUT METRICS EXPLAINED

OUTPUT METRIC	HOW IT'S CALCULATED
Annual Revenue from Content	Total annual revenue attributable to content marketing. Monthly Customers x Annual Customer Value x 12.
Monthly Leads	How many leads your content generates each month. Monthly Visitors x Visitor to Lead Rate.
Monthly New Customers	How many new customers your content generates each month. Monthly Leads x Lead to Customer Rate.
Monthly Revenue	Revenue from content-acquired customers each month. Monthly Customers x Average Customer Value.
Content ROI	Monthly Revenue / Monthly Content Investment. Dollars of revenue generated per dollar invested in content.
Cost Per Customer	Monthly Content Investment / Monthly New Customers. How much you spend on content to acquire one customer.
Annual Investment	Monthly Investment x 12. Your total yearly content marketing spend for ROI comparison.

CALCULATION FORMULAS

Monthly Leads = Monthly Visitors x (Visitor to Lead Rate / 100)

Monthly Customers = Monthly Leads x (Lead to Customer Rate / 100)

Monthly Revenue = Monthly Customers x Average Customer Value

Annual Revenue = Monthly Revenue x 12

Content ROI = Monthly Revenue / Monthly Investment

Cost Per Customer = Monthly Investment / Monthly Customers

Annual Investment = Monthly Investment x 12

TIPS FOR BEST RESULTS

• Track content traffic separately in Google Analytics by filtering to your /blog or /resources URLs.

• Content marketing compounds over time — a post published today may generate traffic for years.

• A content ROI below 1x may reflect content still building authority and rankings rather than underperformance.

• Email capture through lead magnets or newsletter sign-ups is the most effective way to improve your Visitor to Lead Rate.

• Long-form content (1,500+ words) typically generates more organic traffic and leads than short posts.

Ready to unlock these results? Book a free strategy session at jumpdigital.com.au/contact