

Marketing tips: How to Optimize Your Return of Investment (ROI)

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By Best Marketing Solution

Your overall business strategy has several components. The two that can decide whether or not you will be a hit or failure is your profit margin and return on investment. Outsourcing your projects will contribute to each of these in a positive way.

The return of investment is the tracking the proficiency of the revenue that's spent on advertising your product or services. Several traditional corporations do this with a sales force that physically go to prospective shoppers and solicit. With the global market place, this is not always practical and is not economically feasible for the smaller entrepreneur. This is where a global outsource network can be used to find a freelancer at the most cost effective price.

This will be done with two separate approaches. By hiring a freelance affiliate marketer for a set percentage of products or services sold by them, you can know in advance what the cost can be. For the highly competitive product with varied affiliates, the compensation could be as little as 2% to 15% of the price of the product. This can be acceptable if the merchandise has a selling price of several hundred dollars. If your profit margin is 30% to 50% of the cost of the product, your come on investment can be as much as 48%. The leading advantage of employing a freelance affiliate marketer for your outsource advertising is that they only receive payment results.

The other option is to run the campaign yourself. To do this, you'd have to line up all the components of a campaign or outsource the various parts to freelancers. This would then be at a set price. With \$100 spent on 20 content articles and \$60 on having a VA post them on the social networks and article directories on a product that had a profit margin of \$50, then with the sales of less than 4 items, you money is recouped. Your return on investment would then be gauged by the total number of products sold over time. The greater number that is sold, the better your ROI will be.

Both of these choices are available to corporations that use a global outsource network to get their projects completed in a cost effective way. One or more freelance artist can be used in each step. The costs are kept at a minimal amount because of the bidding process. This process is most advantageous with the hiring of the right affiliate marketer. This is the most effective way to control your ROI. By allowing freelancers to bid, you'll receive a range of prices. Look at their past performance to make sure they can deliver and do not forever rely on the lowest price as the best option.

Your return on investment could be a total quantity of resources that are used to generate the revenue from the sales of your product or services. This not solely includes the cash spent but your time that you just invested on the project. This is the true ROI value. Freelance artist will help reduce the time you spend on a project when it may be utilized in other areas that only you can do yourself. This is why outsourcing all the work you can is a cost efficient way of moving your business to the next level.

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