

SOCIAL MEDIA ROI

Expense Reporting Ledger

REPORTING PERIOD

DATE PREPARED

CAMPAIGN / PROJECT

PREPARED BY

TOTAL BUDGET ALLOCATED

TOTAL EXPENSES

TOTAL REVENUE GENERATED

RETURN ON INVESTMENT (ROI)

I. MARKETING & AD EXPENSES

Total Expenses

II. CAMPAIGN PERFORMANCE & ROI TRACKING

Total Performance

NOTES / KEY FINDINGS

PREPARED BY (SIGNATURE)

APPROVED BY (SIGNATURE)