

## How Do You Measure ROI in Offline Advertising?

Written by News Services

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Even as many businesses choose digital marketing, a good number are not done with traditional marketing. In fact, most successful marketing companies combine traditional and digital advertising methods to reach their audience. The only issue that involves offline marketing is measuring ROI. You need to ensure your marketing campaigns are successful by measuring your Return on Investment. Unlike digital marketing, where you use digital tools like software to leverage and analyze data, offline marketing is different. Nonetheless, it does not mean you cannot measure ROI when using offline marketing. This article will discuss several ways of measuring ROI from your offline marketing campaigns.

### Assign Promo Codes for Ads

Using promo codes is a good way of tracking your ROI to know how your marketing campaign is performing. Promo codes save customers time and money when buying something they want from you. At the same time, they keep them interested in your brand. The good thing about using promo codes is that you can easily measure ROI since they tell precisely what enticed someone to buy from you. You need to ensure this code is not available elsewhere. This way, you will know that anyone who uses it to purchase something from you has seen a billboard or anything with the code. When creating flyers, you can include the codes so that after [flyer distribution Sydney](#), you can know how the tactic performed.

### Use QR Codes

Another effective way of tracking ROI is using QR codes. Customers see your offline ads when going on with their life. Unlike digital ads that they can explore and interact with, offline ads offer less. Even if you have short URLs on the ads, the person may not remember them or have time to write them down. However, you can make this practical by using QR codes. They can take

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out their phones, scan the code and access the website. It is quick and effortless. From there, you will know where the customer came from and the ad they saw.

### **Incorporate Online and Offline Data**

Marketing can take place on different platforms like TV, social media, websites, etc. Therefore, you need to take advantage of these channels to know where your customers are coming from. Focusing on one channel can deny you the opportunity of observing customers' journeys before they buy from you. Therefore, you need to know what influenced the customer to buy. The best way to do this is by using online and offline data and analytics to tell you about your customer's journey. Therefore, get data from multiple channels to calculate your ROI.

### **Use Offline Tracking Software**

Tracking your performance manually can take a lot of time and effort. Furthermore, you don't always get accurate results. The good thing is that some tools may help track our offline performance. Brand tracking software will help get results and provide accurate details of where the most results are coming from. However, you must pick the right tracking software that meets your needs.

### **Closing Thoughts**

It is vital to incorporate offline and online marketing for the best ROI. However, you ought to go the extra mile to track ROI from your offline campaigns. Use promo codes, take advantage of QR codes, combine online and offline data and use tracking software. These tools will help track revenue from offline sources.