

Historical Data:

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|----------------------|-------|
| Email Campaigns | |
| Lead Conversion rate | 4% |
| Facebook Campaigns | |
| Lead Conversion rate | 2.5% |
| Print Campaigns | |
| Lead Conversion rate | 1.0% |
| Banner Campaigns | |
| Lead Conversion rate | 0.02% |

4 Different Campaign Options

Email: Target reach 20,000 and the cost of the campaign is \$4,500

Facebook: Target reach is 13,500 after an investment of \$1,800

Print: Subscriber base is 95,000 and initial investment is \$20,000

Banner: Average impressions after a month 400,000 with an investment of \$3/1,000 views

