

HOW TO BUDGET FOR MARKETING



Commit to the following steps when looking to invest in a marketing plan to help grow your business:

BUDGET BASED ON REVENUE

Defining annual revenue is the best place to start. If you want the business to grow, project 5-15% of your annual revenue on marketing. I.E. \$1M in revenue = \$150,000 a year on marketing.



COMPETITION

Google your competition. Follow them on social media. Pay attention to TV, radio and print ads. Where is your competition advertising? Online? Traditional? Both?

CHANNELS

Every marketing budget is broken down by marketing channel. Once you establish which channels to advertise on, create a line item in your marketing budget for each channel.



MARKETING PROFESSIONAL

Hire a marketing consultant or agency to help leverage your marketing efforts. Your time is most expensive. Stick to what you do best and let the experts handle it for you. It saves you time and money in the end.

FREE BUDGET ANALYSIS

Send your marketing budget and receive professional input - FREE of charge. Send all inquiries + budgets to vibemybusiness@gmail.com

