



MARKETING GROUP

DETERMINING YOUR MARKETING BUDGET

How to Determine A Marketing Budget

It is not always easy to determine how much money you actually spent on marketing. Did you make ads for local newspapers and magazines, boy-scout spaghetti dinner placemats, and even dance recital programs? Make a business card, flyer, or pamphlet to hand out to your clients or prospective clientele? These expenses can add up quick! And that is not including social media advertisements, radio, and TV commercials.

Now that you have your total marketing investment, compare it to that year's total revenue. A general rule of thumb we like to follow is **investing around 10% of your total revenue** as a marketing budget for the following year.

Let's say you made \$150,000 in revenue last year. A good marketing budget would be \$15,000. With this investment you should expect to see a 20% grow in your company by the following year. That means your \$15, 000 investment should increase your revenue to at least \$180,000! An easy way to see the growth of your company is by comparing the marketing budget to this years revenue. If it is less than the original 10%, this shows your company has grown.



Effective Use Of Your Money



If you find that your marketing investment is not producing at least a 20% growth in your company, then chances are your money is being wasted. It is not enough to simply spend the right amount on marketing efforts. You need to be sure you are reaching your target audience in an engaging manner.

W Marketing Group Will Make Your Money Go Father!

W Marketing Group will help you determine an appropriate budget for your marketing goals and make sure every effort we implement is beneficial to your company. We track analytics from social media posts, ads, e-mail blasts and more to see what attracts your target audience the best. Best of all we will go over these results with you so you can be sure your money is being put to good use!



Are You Ready To Grow With W Marketing Group?

Call us at 716-550-2115

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Visit our website <http://wmarketinggroup.com/> for more information

Or stop by 2 Market Street, Suite 512 (in the Bewley Building)