

DEFINE YOUR MARKETING BUDGET

SBA Recommends to only use 7% to 8% of your budget on marketing...
Seriously guys (maybe in a perfect world!)

After hours of looking over websites, statistics, and gathering business owner's answers. We concluded that the majority of a company's advertising and marketing budget is between 5% and 40%. Of course, this number depends on your finances and strategies. With being sure you have paid yourself! Know that most entrepreneurs and small businesses have never defined their marketing budgets, so if you fill this out, you're ahead of the game.

So, let's do some math! Fill out the answers below and let me know if you need help! Understand that if you ask for help, you have to be transparent with your numbers.

 Average Monthly Gross Revenues	=	<input type="text"/> (ex. \$20,000)
Percent of Gross Revenue you have selected for marketing your business	=	<input type="text"/> (ex. 20%)
So, your Monthly Budget is	=	<input type="text"/> (ex. \$4,000)
Percent of monthly budget you feel needs to be spent on Social Media	=	<input type="text"/> (ex. 25%)
Social Media Monthly Budget	=	<input type="text"/> (ex. \$1,000)

Use the remainder of your budget on your 3 – 4 other marketing strategies.
(Don't have these defined? Ask and we will send you Active & Passive Marketing Tactics PDF)

Great! Now you know what package to select. =

Was this helpful? If this worksheet helped you:
Email, Facebook Message, or Call us!
You reaching out will make our day!

469.731.0329

Nick@socialmediatorch.com

Kenzie@socialmediatorch.com