

MARKETING BUDGET WORKSHEET

STEP 1: REVENUE TARGET

TARGET APPROVED : YES | NO

TARGET:
BENCHMARKS:

STEP 2: TARGET CUSTOMER

ICP APPROVED : YES | NO

SEGMENT:
PERSONA:

STEP 3: LONG & SHORT

SHORT TERM {PERFORMANCE} STRATEGIES

LONG TERM {BRAND} STRATEGIES

STEP 4: MARKETING LEVERS

TECH	COST/YR	VALUE
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STEP 5: MARKETING GOALS

GOAL 1:

GOAL 2:

GOAL 3:

STEP 6: METRICS THAT MATTER

METRICS:

METRICS:

METRICS:

STEP 7: MARKETING BUDGET

REVENUE TARGET:

AGREED % GROWTH:

AGREED BENCHMARK:

TOTAL MARKETING BUDGET:

STEP 8: MEASURE AND REPORT

REPORTING PERIOD:

STAKEHOLDERS:

AGREED FORMAT:



MARKETING BUDGET WORKSHEET

STEP 1: REVENUE TARGET

\$2.18 million
9% YOY growth
Industry benchmark - 5.96%

TARGET APPROVED YES NO

TARGET: *\$2.18 million*

BENCHMARKS: *Industry 5.96%*

Testing this with agency partners
Shared concerns with CEO/CFO

TIP: Don't forget, your targets should be attainable, giving you a reason to celebrate when you reach them. But, push yourself by setting "stretch" goals that inspire you to think outside the box and try new things. Dare to dream big with a "Big Hairy Audacious Goal" (BHAG) that points you toward your ultimate destination, but don't let it hold you back - aim high and stay open to possibilities!

STEP 2: TARGET CUSTOMER

18-24YO male
25-34YO male (ICP)
35-44YO male
45-54YO male
55-64YO male
65+ male

ICP APPROVED YES NO

SEGMENT: *25-34YO male (ICP)*

PERSONA: *Marco, a young millennial dad who loves niche products and appreciates design.*

TIP: Not sure who your perfect customer is? Just think about the ones who seem to "get" your value and are always singing your praises. Your sales or customer service folks probably know exactly who they are. Get curious about how these customers found you, what they love about you, and make it your mission to find more people just like them!

STEP 3: LONG & SHORT

SHORT TERM {PERFORMANCE} STRATEGIES

STRATEGY	SPEND
1. Paid social media advertising {FB & Insta}	\$60
2. Paid search advertising {PPC}	N/A
3. Organic search {SEO}	N/A
4. Email marketing {sales EDMs}	\$0
TOTAL	\$60K

LONG TERM {BRAND} STRATEGIES

1. Organic social media storytelling	
2. Press and magazines	N/A
3. Master brand storytelling videos	\$10
4. Public relations	N/A
5. Email marketing {brand focused newsletter}	\$0
6. Events	\$15
7. Partnerships/ collaborations	\$10
TOTAL	\$35K

TIP: The difference between long-term (brand-building) and short-term (quick results) strategies is all about the payoff timeline. You've got to strike the right balance! If your budget's tight, lean into those long-term strategies. They might take more elbow grease, but they'll still bring in sales, just a bit slower.

STEP 4: MARKETING LEVERS

TECH	COST/YR	VALUE
1. Content creation tools {CA/MVA}		\$628.8 for 3*
2. Graphic designer to create visual assets		\$3000+
3. Social media posting software {SKED}		\$1109*
4. Marketing automation tools {Klaviyo}		\$2400*
5. data reporting and analytics software {GA}		FREE**
6. GA specialist to set up tracking		\$3000+
7. Team project management cost {monday.com}		\$504*
8. Website ongoing costs. {Shopify}		\$1052 for 3
TOTAL		\$11688.8/ YR

NB: this is 5.4% of your total budget.

** Costs will vary depending on the size of your team*

TIP: Tech is meant to make our lives easier, right? If it's not doing that for you, it might be the wrong fit, or you might just need a helping hand. Don't be shy about asking for help - make that tech work for you! And remember, there's plenty of affordable tech out there. Don't get sucked into pricier options just because they sound simple. Baby steps!

STEP 5: MARKETING GOALS

GOAL 1:

Build brand awareness and engagement.

GOAL 2:

Build the customer database

GOAL 3:

Generate direct sales through the online store.

STEP 6: METRICS THAT MATTER

METRICS:

Track active brand awareness via an increase in users to the website. (Google Analytics)

METRICS:

Growth in email list subscribers, increase in contact form submissions, and improved conversion rate for lead magnets (e.g., downloads, webinar registrations).

METRICS:

Improved online store conversion rates, increased average order value (AOV), and expanded customer lifetime value (CLV).

TIP: Dealing with data can feel like a doozy, but trust us - it's a goldmine most of your competitors probably aren't tapping into. So, why not get a leg up and start simple? You've got this!

STEP 7: MARKETING BUDGET

REVENUE TARGET: *\$2.18 million*

AGREED % GROWTH: *9%*

AGREED TARGET: *5.96%*

AGREED STRETH *9%*

AGREED BHAG *15%*

TOTAL MARKETING BUDGET: *\$218K*

70% \$152.6K on existing strategies
20% \$43.6K on new growth strategies
10% \$21.8K on experimental strategies

Ensure a 50/50 balance between brand and performance strategies. Use your spend last year and performance to determine the budget allocation for the coming year.

TIP: Go ahead and set a budget, even if it's just a little one. It's all about making a commitment and putting your intentions into action. Don't let the quest for perfection hold you back - just dive in and start!

STEP 8: MEASURE AND REPORT

REPORTING PERIOD:

Report monthly based on agreed goals and metrics. Use this report to share customer insights and education the leaders of the business on the value of marketing. Start with your marketing goals & metrics.

STAKEHOLDERS:

The CEO/ founder and CFO/ finance manager

AGREED FORMAT:

Excel spreadsheet or a something else you feel comfortable using. It doesn't need to be a fancy report! The truth is that most of those fancy reports are never used!

TIP: Sure, reporting on impact can be scary - we all mess up sometimes. But remember, marketing is all about learning from those falls and turning them into wins! Don't skip this step because you're afraid to fail. Find out what's working and run with it. Before you know it, you'll be doing more of the good stuff and leaving the not-so-good stuff behind.