

# Marketing Budget Guide & Template

Use the guide questions on the first two pages to help you identify your marketing budget. Then, use the templates on the following pages to set, allocate, and track your budget.

<p><b>What are your main marketing objectives?</b> (growing brand awareness, increasing sales, etc.)</p>	
<p><b>What are the key performance indicators (KPIs) for your objectives?</b> (gaining 1,000 leads, new social media followers, etc.)</p>	
<p><b>What marketing strategies will you use to reach your objectives?</b> (growing local SEO, joining local events, etc.)</p>	
<p><b>How long will your marketing budget run?</b> (One quarter, six months, one year, etc.)</p>	

<p><b>What are your previous marketing campaign metrics?</b> (your previous average CPC, conversion rates, etc.)</p>	
<p><b>What are your new target metrics?</b></p>	
<p><b>What is your total business revenue (or total starting capital)?</b></p>	
<p><b>What percentage of your revenue/capital will you allocate to your marketing budget?</b></p>	
<p><b>Set your total marketing budget:</b></p>	

Marketing Objectives	Marketing Strategies	Budget Allocation (Total: \$_____)	Actual Spend
Objective 1:			
Objective 2:			
Objective 3:			
Objective 4:			

Marketing Objectives	Marketing Strategies	Budget Allocation (Total: \$_____)	Actual Spend
Objective 5:			

Marketing Metrics (CPL, CPC, conversion rates, etc.)	Target	Actual