

How much money should I be spending on marketing?



Projected Annual Revenue

\$: _____

Total Marketing Dollars To Be Spent

0-3 Years
7-10%

\$: _____

3-6 Years
5-7%

\$: _____

7+ Years
3-5%

\$: _____

Where to Spend Those Dollars

Paid Advertising
61%

\$: _____

Digital Marketing
23%

\$: _____

Traditional Marketing
10%

\$: _____

Organic Marketing
6%

\$: _____

Paid Advertising Breakdown

Social Advertising
32%

\$: _____

Search Ads
29%

\$: _____

Digital Video Ads
14%

\$: _____

Partner Affiliate
13%

\$: _____

Radio Ads
12%

\$: _____

