Business Profile Pro

FREE CHECKLIST

Marketing Budget Planning Checklist

Work out how much to put into marketing, and where it should go, based on your goals.

1 Know your numbers

- [ ] Set your **revenue goal** for the year or quarter.
- [ ] Find your **average job value**.
- [ ] Estimate your **close rate**: how many leads become jobs.
- [ ] Write down what you **currently spend** on marketing.
- [ ] Know your **profit margin** so you do not overspend.

2 Work out what you need

- [ ] Divide your revenue goal by your average job value to find **jobs needed**.
- [ ] Divide jobs needed by your close rate to find **leads needed**.
- [ ] Divide your budget by leads needed to find the **most you can pay per lead**.

YOUR CALCULATION

Revenue goal _____ ÷ Average job value _____ = Jobs needed _____

Jobs needed _____ ÷ Close rate _____ = Leads needed _____

Marketing budget _____ ÷ Leads needed _____ = Max cost per lead _____

3 Set your budget

- [ ] Choose a budget you can **keep up for several months**.
- [ ] Decide what share of revenue you are comfortable investing.
- [ ] Keep a small **buffer** for testing new ideas.

TIP Marketing takes time to build. Pick an amount you can sustain, and avoid starting and stopping.

4 Decide where it goes

- [ ] **Start with the basics**: Google Business Profile, reviews and a website that converts.
- [ ] Add **local search** work to help people find you.
- [ ] Add **social and video** to build trust.
- [ ] Consider **paid ads** only once the basics are in place.
- [ ] Write down how much you will put into each area.

5 Track and adjust

- [ ] Track **cost per lead** and **cost per job** each month.
- [ ] Move money toward what brings you good customers.
- [ ] Review your plan **every quarter**.

Business Profile Pro

Want us to do the marketing for you?

Business Profile Pro looks after your Google Business Profile, local search, reviews and website, so you can get back to the work you love.

Get Started

businessprofilepro.com