



MARKETING BUDGET CALCULATOR

This simple worksheet will allow you to calculate what your marketing budget should be to reach your revenue goals.

- A) Current Monthly Revenue Average \$ _____
- B) Targeted Monthly Revenue Average \$ _____
- C) Difference between Current and Targeted Monthly Revenue \$ _____ *(B minus A)*
- D) Current Monthly Marketing Budget \$ _____
- E) Revenue per Marketing Dollar \$ _____ *(A divided by D)*
- F) New Marketing Budget \$ _____ *(B divided by E)*

Once you have determined what you should be spending on marketing, you'll need to decide what type of promotion you want to do.

If you have had success with a particular type of marketing in the past, continue that and test a few new things. Take a look at our [95-Point Marketing Checklist](#) for several marketing ideas.

Call us today and we'll be happy to share some insight with you on marketing for your particular industry. We've worked with over 40,000 clients and can help you too!

1-800-628-1804