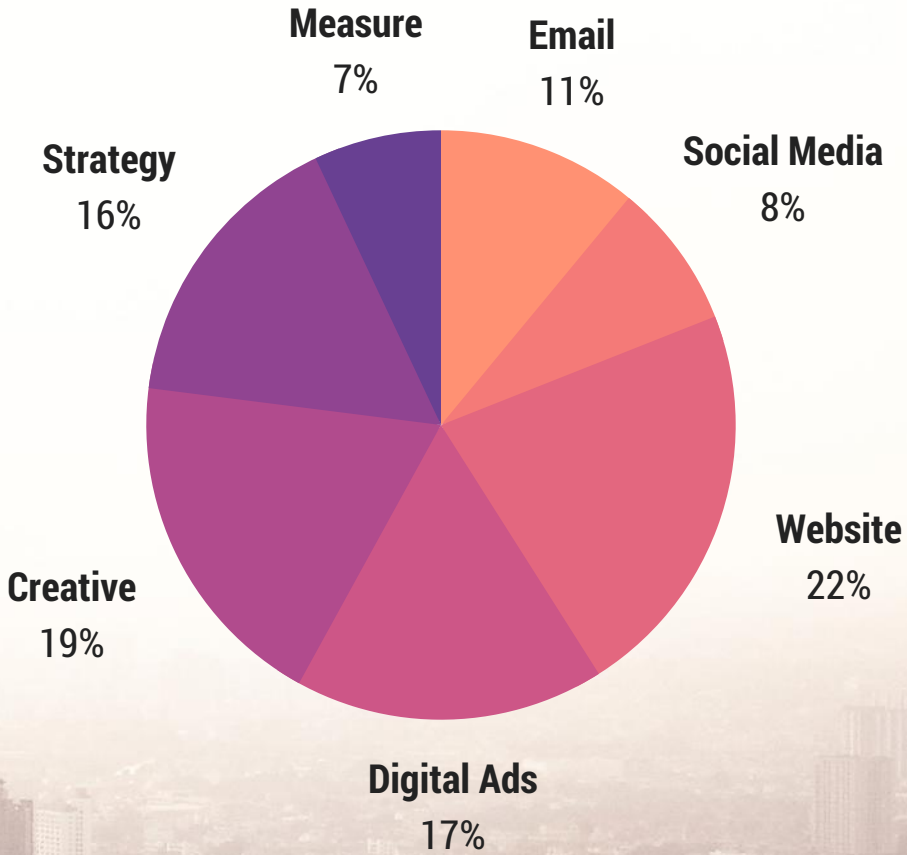




Recommended Marketing Budget Allocation for Typical B2B Companies

The way one's marketing budget is divvied up should take into consideration the total amount (generally 2% of total revenue), one's industry and target audience, as well as the time frame. Using a random sample of clients, we've determined the average breakdown of a marketing budget - by tactic. It's important in today's digital world to allocate proper funds and resources to a variety of integrated efforts across media for the greatest reach and impact.



Strategy

16% - A successful program always starts with research, planning and strategy. This step helps identify tactics, timeline, messaging and ensures objectives are established.

Creative

19% - Once tactics are arranged, material must be built before it can be distributed. Brainstorming, copywriting and artwork development is included here.

Website

22% - So much of marketing today revolves around one's website where prospects can interact with your company. This includes development and content preparation.

Digital Ads

17% - In today's world, there's so much clutter that it's almost impossible to break through unless you pay to play. Consider management and out of pocket ad spend.

Email

11% - Building a relevant, segmented database to perform ongoing, nurturing outreach is vital to maintaining strong relationships. Software and management fees included.

Social Media

8% - Selecting the right platforms, leveraging quality content, and giving daily time and attention can warrant real results from social. Incorporate organic and paid efforts.

Measure

7% - Efforts are pointless if you don't evaluate what's working. Allocate proper funds and resources for good reporting tools and spend time gathering and analyzing data.



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