

LET'S TALK BUDGETS

Turn That Anxiety Into Opportunity

Talking about your marketing budget might feel uncomfortable—but it doesn't have to be! With the right approach, you can turn budget discussions into an empowering experience for you and your agency partners.

PLAN

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TIP #1

Budgets Set the Stage for Success

Think of your budget as a strategic blueprint, not a limitation. It guides your agency to create a plan that fits your goals and ensures every dollar is spent purposefully. Big or small, every budget can lead to marketing success with the right approach.

TIP #2

Focus on Goals, Not Just Numbers

Start with your business goals, not just a dollar amount. For example, instead of saying, 'I have \$5,000,' share your objective: 'I want to drive 1,000 new visitors to my site.' This shift focuses the conversation on outcomes, making it easier to build a results-driven strategy.



TIP #3

Use Ranges for Flexibility

Not ready to commit to an exact number? That's okay! Share a range, like \$5,000–\$10,000. It gives your agency the flexibility to craft solutions while opening up discussions about trade-offs, such as which services to prioritize for maximum impact.



TIP #4

Ask Questions to Build Trust

Budget talks are a two-way street. Ask your agency how your money will be spent and what results you can expect. Questions like "What percentage goes toward ad spend?" and "How do you measure success?" build trust and ensure transparency in the process.



TIP #5

Budgets of All Sizes Can Succeed

Don't assume bigger budgets always mean better results. Even a small budget can achieve big wins with smart planning. Be transparent about your resources and your agency can focus on high-impact strategies that maximize value.



TIP #6

Think Long Term

Marketing is an investment. Small, steady steps often lead to bigger returns over time. View your current budget as the first phase of a longer journey and work with your agency to create a strategy that evolves as your business grows.





BONUS!

No Budget? Try One of These Approaches

PERCENTAGE OF REVENUE

Dedicate a fixed % of your revenue to marketing. In 2023, the average budget was 9.1% of total revenue, but it can vary widely depending on industry. This method is simple but may not fit all growth goals.

INDUSTRY BENCHMARKING

Research how much competitors spend on marketing and try to match it. Tech companies often allocate 21% of revenue, while education averages 3%. This keeps your budget competitive.

DRIVEN BY BUSINESS GOALS

Start with your business goals and calculate the spend needed to achieve them. For example, if you know your Cost per Lead (CPL) is \$250 and you want 100 new leads, you'll need \$25,000. Add fixed costs to complete your budget.

SOURCES

Gartner, Inc. "Gartner Survey Reveals 71% of CMOs Believe They Lack Sufficient Budget to Fully Execute Their Strategy in 2023." Gartner Newsroom, May 22, 2023. [LINK](#).

The CMO Survey, "Results by Firm and Industry Characteristics," February 2020. [LINK](#).

Budgets Help Your Dollars Work Harder and Smarter

Budget discussions don't have to be a source of stress. Collaborating with your marketing agency, you can craft a budget strategy that achieves your goals and sets the stage for long-term growth.



READY TO TAKE THE NEXT STEP? Let Responsory help build a strategy that works for you and your budget.



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