

Annual Marketing Budget Planning Tool



Lollo Arts

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Allow yourself at least 2 hours to complete this worksheet thoughtfully. Your annual marketing budget is a dynamic tool you'll revisit regularly to ensure it aligns with your business goals and adapts to market conditions.

Business Overview

Business Objectives

Outline your main goals for the upcoming year, such as revenue growth, customer acquisition, and brand awareness.

Previous Year Revenue		Growth Goal %	
Year 1 Increase		Year 1 Total	
Year 2 Increase		Year 2 Total	
Year 3 Increase		Year 3 Total	
Year 4 Increase		Year 4 Total	
Year 5 Increase		Year 5 Total	

Percentage of Revenue

Decide what percentage of your projected revenue you can allocate to marketing.

The percentage of total revenue allocated for marketing and advertising varies based on industry, business size, and specific goals. A common guideline for small businesses is to allocate around 3% (conservative), to 5-8%, to 10-12% (aggressive) of total revenue to marketing and advertising.

Previous Year Total Revenue				
Budget				
Annual				
Monthly				

Notes

Planning a major expense, like a website redesign, tradeshow, or other event? Make a note here to plan for additional expense or allocation during a certain month(s).

Target Audience

Clearly define your most profitable target audience, including their demographics and preferences.

Look at your sales history, financial statements, and customer management system. Measure profitability by considering lifetime value, average order value, customer acquisition cost, and loyalty and churn rate.

- Age (Children, Teens, Adults, Seniors)

- Gender (Male, Female, Non-Binary)

- Income (Low, Middle, High)

- Education (High school, College, Postgraduate)

- Occupation (Job roles or professions)

- Marital Status (Single, Married, Divorced, Widowed)

- Location (Country, City, Urban, Rural)

- Ethnicity/Race (Cultural or racial background)

- Language (Primary language(s) spoken)

- Technology Adoption (Tech usage habits)

- Note any changes or expansions in your audience.

Past Performance Analysis

Previous Year's Marketing Performance

- Evaluate how well your marketing efforts performed in the past year.

- Identify successful campaigns and areas for improvement.

- Budget Allocation Review (10 minutes)

- Examine how you distributed your budget across different marketing channels.

- Highlight which channels provided the best return on investment.

Setting Marketing Goals

SMART Goals

Set Specific, Measurable, Achievable, Relevant, and Time-bound goals.

Align these goals with your business objectives. The list below offers a few examples to start the process, adopt, rewrite, or add, to fit your business objectives.

1. Make money like a pro.

2. Be the market leader.

3. Elevate your brand awareness to the next level.

4. Make happy customers happier.

5. Do more with less.

6. Success demands constant progress.

7. Engage those who make it happen.

Marketing Channels and Strategies, Budget Allocation

- Allocate your budget across different channels and tactics.
- Prioritize based on the expected impact on your goals.
- Set aside a portion of your budget for unforeseen opportunities or challenges.

Identify Key Channels

- Check the primary marketing channels you plan to use.
- Consider any new channels you want to explore.
- Outline specific strategies and tactics for each channel.
- Estimate the cost associated with each tactic.

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Digital Marketing

- Website development and maintenance: \$
- Social media advertising: \$
- Search engine marketing (SEM): \$
- Email marketing: \$

Budget

Budget

Allocated

Traditional Advertising

- Print advertising (newspapers, magazines): \$
- Television and radio ads: \$
- Direct mail campaigns: \$

Content Creation

- Blog posts, articles, and other written content: \$
- Graphics and visual content: \$
- Video production: \$

Public Relations

- Media relations: \$
- Press releases: \$
- Event sponsorships: \$

- Marketing Collateral
 - Brochures, flyers, and printed materials: \$
 - Business cards: \$
 - Uniforms, signage, auto wrap: \$
 - Promotional items: \$
- Market Research
 - Surveys and focus groups: \$
 - Competitor analysis: \$
 - Customer feedback tools: \$
- Events and Sponsorships
 - Hosting or participating in events: \$
 - Sponsorship of community activities: \$
 - Trade shows and exhibitions: \$
- Search Engine Optimization (SEO)
 - Website optimization: \$
 - Keyword research: \$
 - Backlink building: \$
- Analytics and Measurement Tools
 - Marketing analytics platforms: \$
 - Ad tracking tools: \$
 - Customer relationship management (CRM) systems: \$
- Training and Skill Development
 - Employee training in marketing tools and strategies: \$
 - Hiring external consultants or agencies: \$

Budget
Budget
Allocated

Review and Adjust

Schedule regular reviews throughout the year to assess performance.

- Q4 and Annual Review:
- Q1 Review and Q2 Planning:
- Q2 Review and Q3 Planning:
- Q3 Review and Q4 Planning:
- Q4 Review and Q1 Planning:

Be ready to adjust your plan and budget based on results and market changes.