

## Creating a Marketing Budget

1. Project your up coming year's gross sales. Take 12% of your gross sales and subtract the amount of your rent. The amount left should be your marketing budget.

Gross Sales	\$200,000.00
12%	\$24,000.00
Subtract Rent	-\$10,000.00
Marketing Budget	\$14,000.00

2. Now that you have a number to budget, you'll want your marketing to grow your business and increase sales. So divide it up to accomplish your marketing goals.

Marketing Budget	\$14,000.00
Use 50% to Build Your Brand	\$7,000.00
Use 25% for Special Events / Sales	\$3,500.00
Use 15% for Unexpected Opportunities	\$2,100.00
Use 10% for Fourth Quarter Push Campaign	\$1,400.00

3. Now you want to allocate that budget into different months throughout the year. Using your firm's industry average for the percentage of sales per month, (or better yet, your real percentage of sales per month)—allocate the Build Your Brand budget throughout the year.