

Pinpointing Your Marketing Budget Quiz

Please answer yes or no to each question below.

- Did you prioritize marketing last year?
- Was your budget at least 6 to 12 percent of your total revenue?
- Did your materials generate more leads, phone calls, and people going to your site?
- Did you update most of your content last year including your site, online ads, social media, and print materials?
- Have you been in business for over five years?
- Were you able to refresh most of your content last year including your site, online ads, social media, and print materials?

If you answered mostly yes:



Great job! It's likely that you are prioritizing your marketing materials and that you've allotted a big enough budget to be successful!

If you answered mostly no:



Uh oh, you may need to prioritize marketing more this year and expand your budget. Remember, marketing is crucial to obtaining and retaining customers.