Marketing Budget & Measurement Planner

A practical guide to campaign scope, useful metrics and review decisions.



WHERE YOUR BUSINESS COMES TO LIFE!

01 / PLANNING PRIORITIES

A budget begins with a business objective

01	**The business goal**	Name the service, market and customer action the campaign should support.
02	**The available scope**	Identify the budget, time, existing assets and team capacity.
03	**The success measure**	Choose a measure that connects the activity with the business goal.

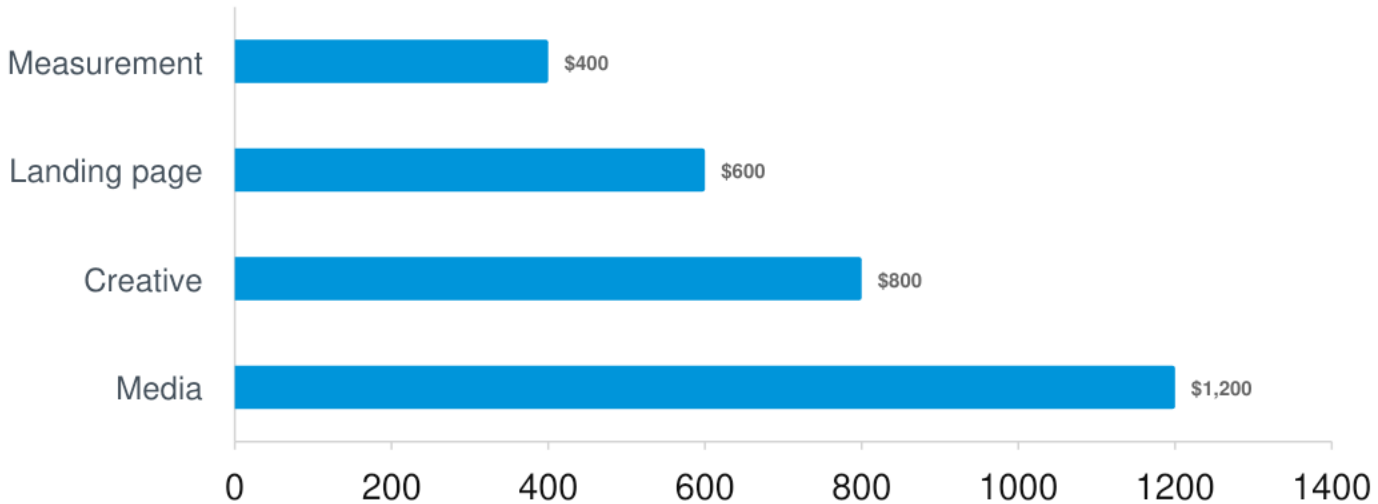
02 / BUDGET COMPONENTS

The full campaign cost needs a review

Cost area	Possible items	Question for the proposal
Media or distribution	Placements, advertising or postage	Which delivery costs are included?
Creative production	Design, content, video or audio	Which assets and revisions are included?
Website and systems	Landing pages, forms or setup	What needs to exist before launch?
Management and review	Campaign support and reporting	Who manages and reviews the work?

03 / PLANNING EXAMPLE

An illustrative campaign budget



$3,000

Total example budget

A hypothetical scope for learning how to account for costs.

Illustrative amounts only. These are not agency prices or a recommended allocation.

04 / CHOOSING MEASURES

Metrics should match the campaign goal

Campaign objective	Useful measure	Important context
Relevant inquiries	Qualified inquiries and cost	Use a consistent definition of qualified
Consultation demand	Bookings and attended meetings	Separate bookings from attendance
Website improvement	Useful actions and inquiry quality	Consider traffic quality and volume
Awareness	Relevant reach and engagement	Review the audience and message fit

05 / WORKED EXAMPLE

A cost-per-inquiry calculation

Campaign cost	Qualified inquiries	Cost per inquiry
$2,000	20	$100

Divide total campaign cost by qualified inquiries: $2,000 / 20 = $100.

Hypothetical example. Cost per inquiry is not profit, revenue or a guaranteed result.

06 / LEARNING AND NEXT STEPS

A campaign review decision worksheet

01	What happened?	Record delivery, spend and the outcomes relevant to your goal.
02	What explains it?	Review the audience, message, page, timing and sales follow-up.
03	What changes next?	Choose one clear improvement and decide when to review it.

YOUR NEXT STEP

A scope and review plan you can understand

Required Marketing Group can help plan the services, campaign activity and reporting your business needs. Bring your goal, budget range and current marketing.



Request a consultation

www.requiredmarketing.com

mail@requiredmarketing.com