



# YOUR 2019 MARKETING BUDGET

## CREATE YOUR BUDGET

We recommend a minimum marketing budget of 2% of gross sales.

x

=

ANNUAL GROSS SALES

MARKETING BUDGET

### MARKETING EXPENDITURES

#### TYPE

#### AMOUNT

Memberships

Charitable Contributions or Sponsorships

---

#### ADVERTISING

Newspapers or other publications

Digital Ads

Radio

Television

Brochures

Flyers

Direct Mail

Promotional Items

Event Marketing

Email/Web/Social

---

#### IN STORE

Signs and bag stuffers

Customer retention

**Note:** As you schedule your marketing, cross-media will get you the best results.