

Comparing marketing spend across industries

As a CEO or business leader determining the right level of marketing spend for your business is critical.

If it is significantly lower than your others in your sector then you could be losing a competitive advantage.

Aligning your marketing budget to your overall business objectives and growth plan is vital. The marketing activities need demonstrate clear deliverables that contribute to the bottom line.

To calculate your marketing budget look at activity success against levels of engagement. This will eliminate those areas of underperformance and allow resources and spend to focus on the areas which deliver.

