



BEGINNER'S GUIDE

How Much Should I Budget for Digital Marketing?

The Short Answer

It depends on your business size, goals, industry, and growth stage — but every business needs a consistent, realistic investment to compete online. Digital marketing isn't just an expense — it's an engine for growth. The right budget helps you get visible, generate leads, and stay ahead of competitors.

General Budget Guidelines

Rule of Thumb

New or growing businesses - 10-20% of gross revenue

Established businesses maintaining presence - 5-10% of gross revenue

Goal-Based Budgeting

If your goal is brand awareness: focus on content + social media

If your goal is lead generation: invest in SEO + PPC

If your goal is repeat sales: prioritize email + retargeting ads

Minimum Monthly Ranges (for small to mid-sized local businesses)

- Basic Presence: \$1,500-\$2,500/month
- Competitive Growth: \$2,500-\$5,000/month
- Aggressive Expansion: \$5,000+/month

How the Work Breaks Down

A robust digital marketing plan usually includes:

SEO • Content creation • Pay-Per-Click ads • Email marketing • Analytics & reporting

Why Underspending Hurts

Low budgets = limited reach, slower growth, weaker data.

Inconsistent spending = poor results and wasted effort.

The right investment gives your campaigns enough runway to learn, optimize, and perform.

The Takeaways

- Start with a clear goal (more leads, sales, awareness).
- Dedicate a consistent percentage of revenue—at least 5-10%.
- Expect to invest for 6-12 months before seeing steady ROI.
- Remember: in today's market, visibility equals viability.

If you'd like to learn more about what to budget for a digital marketing program, email or call us for a free, helpful conversation!

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