

MARKETING BUDGET WORKSHEET

1 NEW CUSTOMER GOAL

Calculate how many new customers you need to acquire this year in order to meet your annual revenue goal.

$$\frac{\text{REVENUE GOAL}}{\text{VALUE OF A CUSTOMER}} = \text{NEW CUSTOMER GOAL}$$

2 LEAD GENERATION GOAL

Calculate how many new leads you will need to generate in order to meet your new customer goal.

$$\frac{\text{NEW CUSTOMER GOAL}}{\text{AVERAGE CONVERSION RATE*}} = \text{LEAD GENERATION GOAL}$$

3 ANNUAL MARKETING BUDGET

Calculate how much you will need to spend on marketing in order to meet your lead generation goal.

$$\text{LEAD GENERATION GOAL} \times \text{AVERAGE COST PER LEAD**} = \text{MARKETING BUDGET}$$

*Average conversion rates range from 1-10%

**Average cost per lead ranges from \$50-\$350.