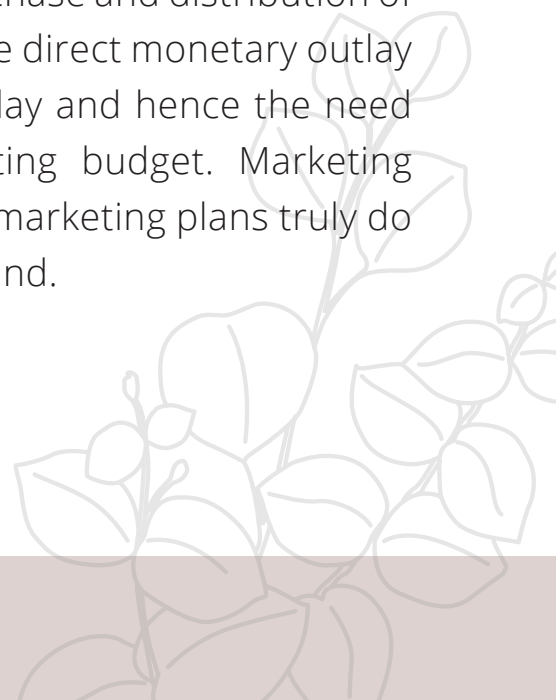




Create A Marketing Budget


What is marketing in this profession? There are many options for those of us in network marketing. The first and best way to market, is meeting new people with yourself and your story as the main marketing tool. This method is the most cost effective, but certainly not the only one. Others include, but are not limited to; brochures, pamphlets, infographics, website (either traditional or replicating),

multi-media advertising, mailers, product samples and books. The creation, purchase and distribution of these is where direct monetary outlay comes into play and hence the need for a marketing budget. Marketing budgets and marketing plans truly do go hand in hand.



If you are going to spend money on marketing, there are a few things you should keep in mind.

- 1 Estimate costs of money needed for supplies.
- 2 Determine a way to track your ROI (return on investment). Knowing certain methods/marketing work better than others, at kindling interest to enroll, is valuable information when spending money on resources.
- 3 Traditional thought on amount to set aside for your marketing budget is somewhere between 6-12% of your gross revenue.
- 4 If you are doing this part time or as a hobby do not create the marketing budget of someone working it full time. Again, as Jim Rohn says, the beautiful thing about this business is; "You can work full-time on your job, while working part-time on your fortune."
- 5 There is a plethora of free information on the internet that pertains to marketing plans and budgets. If you are serious about this as your profession, you owe it to yourself to do your due diligence on this piece.



Vital Tip: Many think they need the latest gadget, widget, or pamphlet to be achieve excellence in this profession. The truth is, others who have gone before you have done more with less. Marketing materials are a great thing and can make the process a bit easier and move a little faster. However, bear in mind, it is not wise to outspend your financial resources looking for the magic bullet.

Create A Marketing Budget Categories

- Product Samples
- Starter Kits on hand
- Website – (replicating or stand alone websites) updating it, redesigning and re-implementing it, adding new content or images
- PPC ad expenditure – pay-per-click ads on Google or Bing
- Search Engine Optimization – expenditure on tools and consulting
- Content – Creation and design work on content by 3rd party (e.g. graphics, videos, event fliers)
- Graphics – web banners, infographics etc.
- Events/ trade-show costs – e.g. pop-up banners, handouts, freebies, travel and accommodation
- Company seminars e.g. hosting invite-only seminars at a city hotel
- Display Ad and re-targeting ad expenditure
- Video ads
- Social Media tools and services
- Social Media ads and paid promotion e.g. LinkedIn ads, promoted posts, Slideshare lead capture
- Partner co-promotion e.g. seminars, other campaigns
- Print advertising
- Direct mail / direct marketing including print & postage costs
- Marketing technologies – marketing automation, email marketing, SEO tools, web analytics etc.

Use the worksheet on Page 3 to evaluate a six month budgeting plan.

Category	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Product Samples						
Starter Kits on hand						
Website (replicating or stand alone) updating it, redesigning & re-implementing it, adding new content or images						
PPC ad expenditure (Pay-per-click ads on Google or Bing)						
SEO (Search Engine Optimization)						
Content Creation and design work on content by 3rd party (ex. Graphics, Videos, Flyer's, etc.)						
Graphics (web banners, infographics etc.)						
Events/ trade-show costs (ex. pop-up banners, handouts, freebies, travel and accommodation)						
Company seminars (ex. Hosting invite-only seminars at a city hotel)						
Display Ad and re-targeting ad expenditure						
Video ads						
Social Media tools and services						
Social Media ads and paid promotion (ex. LinkedIn ads, promoted posts, Slideshare lead capture)						
Partner co-promotion (ex. seminars, other campaigns)						
Print advertising						
Direct mail / direct marketing including print & postage costs						
Marketing technologies (ex. Marketing automation, email marketing, SEO tools, web analytics, etc.)						