



OZ MEDIA
DIGITAL AGENCY

CHECKLIST & GUIDE

Small Business Marketing Budget Checklist and Guide

Based on article: **How Much Should I Actually Spend on Marketing for My Small Business?**

Core idea

The right marketing budget depends on goals, customer behaviour, margins, competition and the current condition of the marketing foundation. Strategy should come before channel spend.

Budget decision checklist

- ☐ What are we trying to achieve?
- ☐ How many new customers do we realistically need?
- ☐ What is a new customer worth over time?
- ☐ Where do those customers actually look for businesses like ours?

☐ What assets already exist: website, Google Business Profile, reviews, tracking, email list?

☐ Can we maintain the investment consistently?

Suggested budget framework

☐ Less than \$1,000 per month: focus on the highest-impact basics.

☐ \$1,000-\$2,000 per month: build a structured foundation and prioritise carefully.

☐ \$2,000+ per month before advertising: plan sustained strategy, testing and ongoing improvement.

☐ Paid ads: set media spend separately from management fees.

Foundation-first checklist

☐ Google Business Profile categories, details, services, photos and reviews are current.

☐ Website explains the offer, service area and next step clearly.

☐ Calls and enquiries are easy on mobile.

☐ Reviews and trust signals are visible.

☐ Important services are easy to find.

☐ Enquiries are tracked.

Channel selection checklist

- ☐ Use Google when customers search with immediate intent.
- ☐ Use Local SEO and Google Business Profile when nearby visibility matters.
- ☐ Use social media where familiarity, visuals or community trust influence decisions.
- ☐ Use paid ads when faster visibility is needed and the conversion path is ready.
- ☐ Use SEO when long-term organic visibility has commercial value.

Avoid these mistakes

- ☐ Spending on ads before the website or profile can convert.
- ☐ Treating \$500 as enough to prove or disprove a whole channel.
- ☐ Choosing channels from trends instead of customer behaviour.
- ☐ Stopping marketing whenever business gets busy.
- ☐ Reviewing traffic without checking lead quality.

Practical next steps

- 1** Calculate customer value and a sensible cost per acquired customer.
- 2** Audit the website, Google Business Profile and tracking.
- 3** Pick one or two channels that match customer behaviour.
- 4** Commit to a three-to-six-month review window for the broader strategy.

