Hero MARKETING AGENCY

AMERICA'S FASTEST-GROWING Inc. 5000 PRIVATE COMPANIES

2027 BUDGET BUILDER

TURN YOUR REVENUE GOAL INTO A REAL MARKETING PLAN

PLAN | FOCUS | GROW

MARKETING BUDGET PLANNING CHECKLIST

Use this checklist to gather the information needed to build a marketing budget based on revenue goals, business performance, and operational capacity.

1. HISTORICAL FINANCIAL PERFORMANCE

- ☐ Monthly revenue for each of the last 3 full calendar years
- ☐ Monthly revenue for the current year to date
- ☐ Total annual marketing spend for each of the last 3 full calendar years
- ☐ Total marketing spend for the current year to date

2. REVENUE & BUSINESS UNIT PERFORMANCE

- ☐ Annual revenue goal for the upcoming year
- ☐ Percentage of total revenue generated by each business unit (HVAC, Plumbing, Electrical, etc.)

FOR EACH BUSINESS UNIT:

SERVICE

- ☐ Average ticket
- ☐ Conversion rate

MAINTENANCE

- ☐ Average ticket
- ☐ Conversion rate

SALES / REPLACEMENT

- ☐ Average ticket
- ☐ Conversion rate
- ☐ Overall booking rate for qualified inbound leads

3. MEMBERSHIP PERFORMANCE BY DEPARTMENT

- ☐ HVAC membership conversion rate
- ☐ Plumbing membership conversion rate
- ☐ Electrical membership conversion rate
- ☐ Other department membership conversion rate, if applicable
- ☐ Current total membership customer base

4. OPERATIONAL CAPACITY

FOR EACH BUSINESS UNIT:

- ☐ Current technician and/or crew count
- ☐ Average calls per technician per day
- ☐ Install capacity, if applicable
- ☐ Current available capacity
- ☐ Planned hires or additional crews for the upcoming year

5. EXISTING DEMAND

- ☐ Percentage of total revenue from existing customers
- ☐ Percentage of total revenue from new customers
- ☐ Historical lead volume from organic and non-paid sources

WHAT WE WILL DETERMINE

- ☐ Historical marketing spend as a percentage of revenue
- ☐ Historical revenue growth and seasonality
- ☐ Revenue required by business unit
- ☐ Jobs required to achieve the revenue goal
- ☐ Opportunities required based on conversion rates
- ☐ Qualified leads required based on booking rate
- ☐ Operational capacity required to support the goal
- ☐ Membership growth opportunity by department
- ☐ Existing demand versus additional demand needed
- ☐ Marketing-generated lead gap
- ☐ Marketing investment required to support the revenue goal
- ☐ Recommended budget by business unit and marketing channel
- ☐ Recommended monthly and seasonal budget allocation

PLANNING SEQUENCE

1. REVENUE HISTORY
2. MARKETING INVESTMENT
3. REVENUE GOAL
4. BUSINESS UNIT MIX
5. AVERAGE TICKET & CONVERSION BY CALL TYPE
6. BOOKING RATE
7. MEMBERSHIP CONVERSION BY DEPARTMENT
8. CAPACITY
9. EXISTING DEMAND
10. REQUIRED LEAD VOLUME
11. MARKETING LEAD GAP
12. MARKETING BUDGET

THE GOAL

A marketing budget should not start with,
"How much do we want to spend?"
It should start with:
"What are we trying to achieve, and what will it realistically take to get there?"

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