



Marketing Spend Calculator

1. How much is your average customer worth to you?

over their lifetime or the next 2-3 years, say.

2. How much would you pay to get one of those customer?

taking into account their lifetime value above.

3. How many leads do you need to get a customer?

If you sell to half the people you speak to, you would need 2 leads to get 1 customer. What's your ratio?

4. How much can you spend to get a lead?

Answer 2 divided by Answer 3.

5. How many new customers do you want next month?

6. How many leads do you need next month to get that many customers?

Answer 3 x Answer 5.

7. How much marketing spend do you need for the next month to get that many customers?

Answer 6 x Answer 4.

