# 3 ways to keep your annual marketing budget under $10K

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How much should your small business spend on marketing each year? Well, technically, that’s up to you. The final costs will be different for every reader of this article depending on your industry, how often customers need your products, how much competition you have, and other factors.

So, can you have a marketing budget under $10K per year? Quite possibly, but here’s the thing: $10K is just a number. Whatever the size of your marketing budget, you likely want it to be smaller without sacrificing results. But 10K is easier to wrap your head around than, say, five to ten percent of your annual revenue.

That said, the strategies below could all be part of a marketing budget in the $10K range. But calculating an annual marketing budget is nuanced, but to start thinking strategically, you need to know what cost-effective options are available to you. Here are three marketing campaign ideas that should be on your radar.

## 1. Invest in flexible Google advertising packages

It’s no secret that Google's advertising platform allows businesses to target their ads to specific audiences more likely to be interested in their products or services, often leading to a good return on investment. They’re targeted, optimizable, measurable, and because of all those factors – highly cost-effective.

If you’re hesitant to dive into the complexities of Google advertising, that’s understandable. Handling the nitty-gritty is one of the obstacles many business owners must figure out when it comes to digital advertising. To illustrate how BBB Accredited Businesses can succeed with these digital campaigns, here’s a quick case study:

An occupational safety and health training company was interested in seeing a better ROI on their self-managed Google campaign. Their goal was to get more leads, and we were able to tailor our offering to their brand by creating an optimized Google Search campaign. We did it all for $300 per month, and with 21% of their budget, we achieved a 396% ROI.

## 2. Lean into the power of email marketing

There will be times when your company needs to get a marketing message out fast. It could be for a seasonal sale or to increase customers during slow periods. For these scenarios, targeted email blasts are a tried-and-true tactic.

The key is building a list of engaged subscribers and crafting an email blast that resonates with them. When done correctly, a good marketing email nurtures leads instantly, producing the conversions you’re after. As for your annual budget, the affordability factor is a plus. If you can dedicate some of your budget to email marketing each year, our Accredited Businesses have access to campaigns priced at $3,650.

## 3. SEO, or search engine optimization

If you’ve got a website, it’s marketing 101 to put some money into your SEO. Short for “search engine optimization,” this tactic is geared toward improving your brand’s visibility on search engine results pages (SERPs). There are both immediate and longer-term steps like:

* Incorporating consistent keywords throughout your website
* Keeping your site user-friendly and updating titles and meta descriptions (the short “snippet” previews that describe a webpage in a search result)
* Getting other websites to link to yours (these are known as backlinks)
* Badges of trust like the BBB Dynamic Seal, which links an Accredited Business’s web presence to BBB

Because of the current demand for help with SEO, Accredited Businesses have access to three different SEO packages for national campaigns, local SEO, or Google My Business Optimization.

## Final Thoughts

You could mix and match any or all these marketing strategies and keep your budget under $10K. Start by creating a budget, then allocate how these dollars will work for your business. As you measure every dollar’s impact, you’ll pinpoint the right strategy – at the right time – for your business.

As for who to turn to for help, Accredited Businesses already “know someone” in our marketing solutions team at BBB. This relationship is a great foundation to work from in enabling us to find marketing strategies that fit your budget while fulfilling your marketing goals. That said, marketing services are just a handful of the many benefits available to Accredited Businesses. Get in touch today if you’d like to explore [BBB Accreditation](https://www.bbb.org/get-accredited/).