



GUIDE TO AD CAMPAIGN SPEND

Use this resource to help figure out budget ad campaign spend across Google and social media platforms.

1 Set clear objectives

- Define specific, measurable goals (e.g. increase website traffic by 20%, generate 100 leads)
- Align objectives with overall business goals

2 Know your audience

- Identify target demographics, interests, and behaviours
- Research which platforms your audience uses most

3 Assess your budget

- Determine total available budget
- Consider industry benchmarks for ad spend (typically 7-10% of revenue for small businesses)

4 Allocate budget across platforms

Google Ads:

- Minimum daily budget: \$0.01
- Recommended starting budget: 5-10x your target cost per acquisition (CPA)

Social media platforms:

- Facebook/Instagram: Minimum daily budget \$1.00
- Twitter: Minimum daily budget \$0.01
- LinkedIn: Minimum daily budget \$10.00

Tip: Start with a conservative budget and increase gradually based on performance.

6 Monitor and optimise

- Track performance regularly
- Adjust budget allocation based on results
- A/B test ad creatives and targeting

5 Calculate key metrics

- Cost per click (CPC)
- Click-through rate (CTR)
- Conversion rate
- Return on ad spend (ROAS)

Remember: Ad performance can vary by industry, season, and market conditions. Monitor and adjust your strategy regularly.

Quick budget calculation example:

1. Monthly revenue: \$50,000
2. Ad budget (8% of revenue): \$4,000
3. Allocation:
 - Google Ads: 50% (\$2,000)
 - Facebook/Instagram: 30% (\$1,200)
 - LinkedIn: 20% (\$800)