



Marketing Course

YOUR MARKETING BUDGET

THE GAME SHOW!



TUESDAY, AUGUST 31 @ 10 AM
MILL CREEK CONFERENCE ROOM
OR RING CENTRAL

[HTTPS://MEETINGS.RINGCENTRAL.COM/J/4252248400](https://meetings.ringcentral.com/j/4252248400)

Your Marketing Budget The Game Show!



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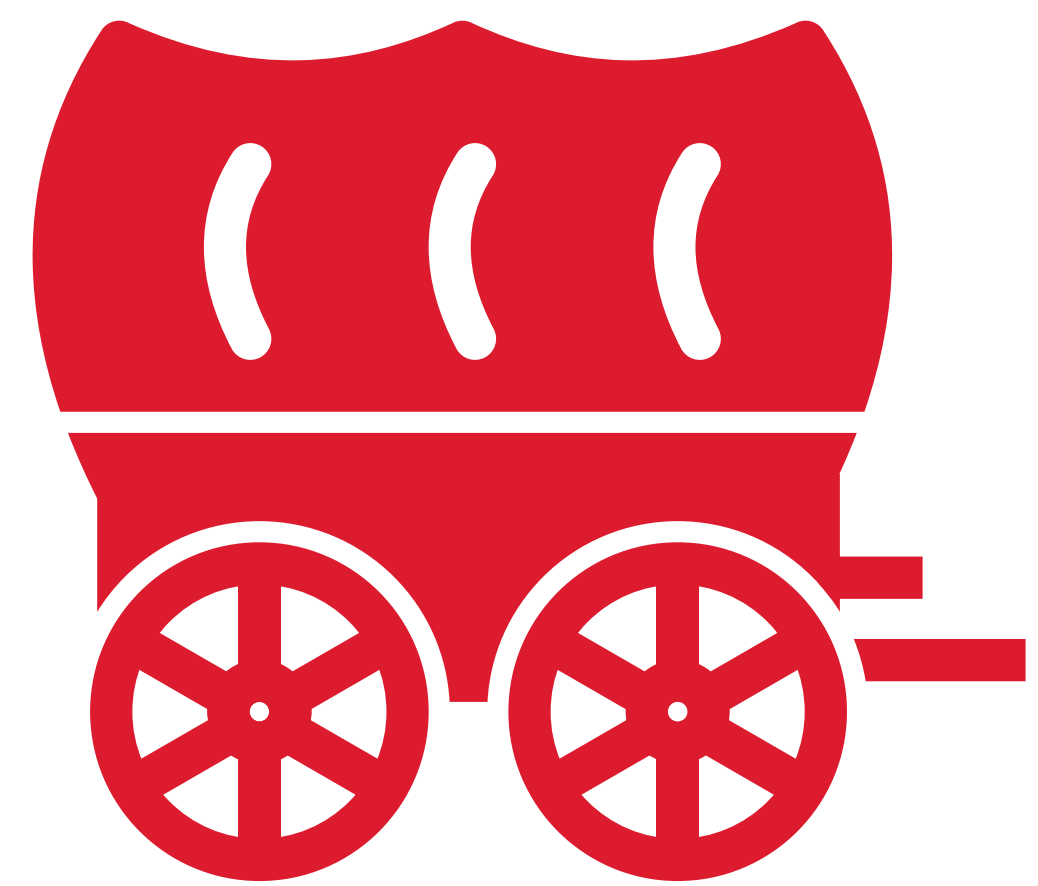
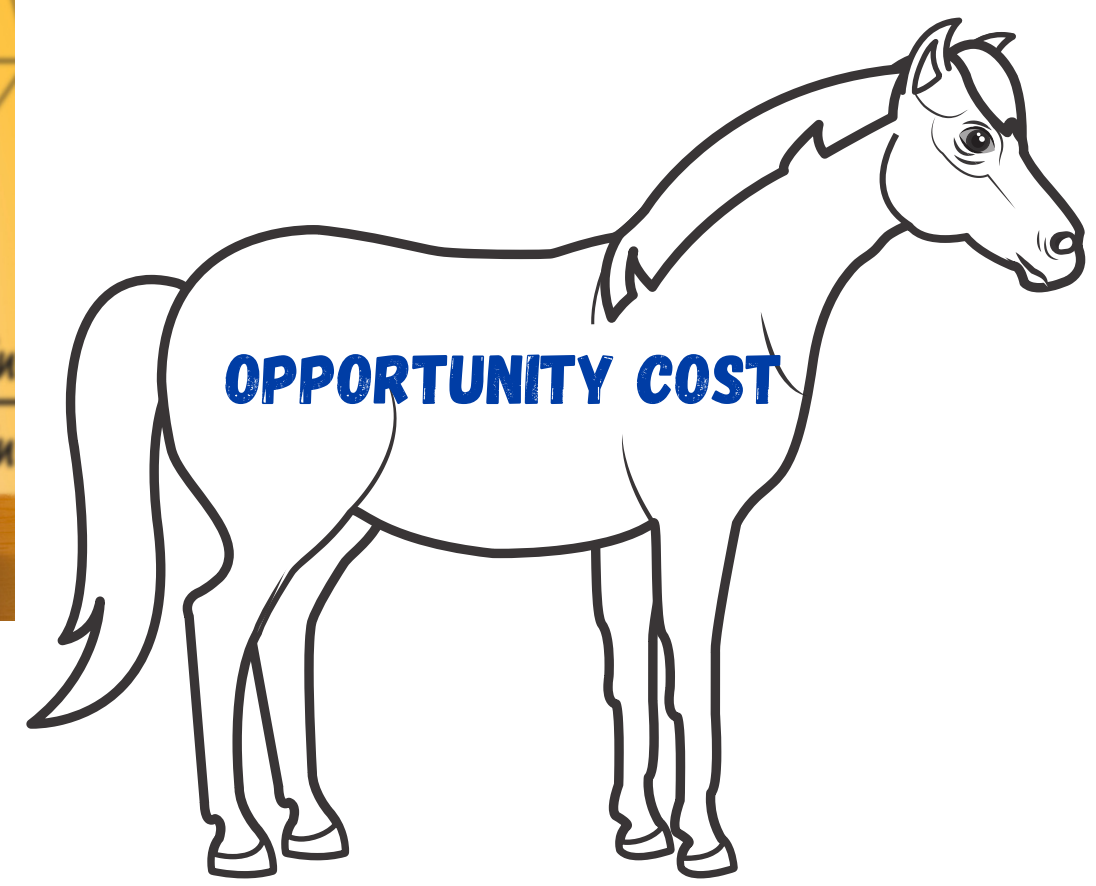
OBJECTIONS TO A MARKETING BUDGET!



OBJECTIONS TO A MARKETING BUDGET!



I'M WAITING UNTIL I MAKE MONEY.



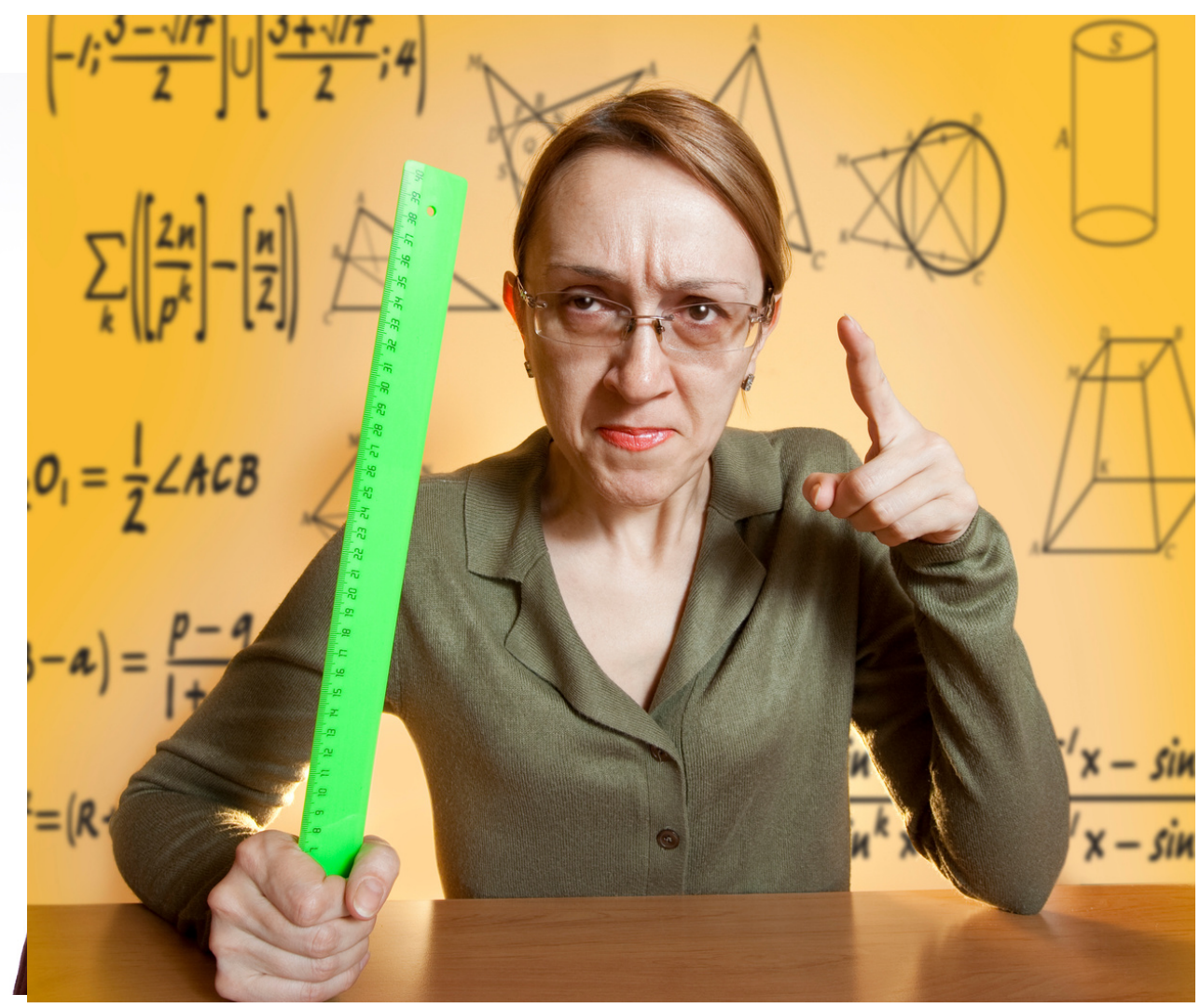
OBJECTIONS TO A MARKETING BUDGET!



I LIKE TO BUDGET ON THE FLY.



OBJECTIONS TO A MARKETING BUDGET!



I'LL DO IT ALL MYSELF.



\$150K = \$71.91/HR. WOULD YOU PAY SOMEONE \$72/HR TO LICK STAMPS?

OBJECTIONS TO A MARKETING BUDGET!



**TOP AGENTS DON'T
HAVE TO SPEND MONEY
BUSINESS COMES TO THEM**

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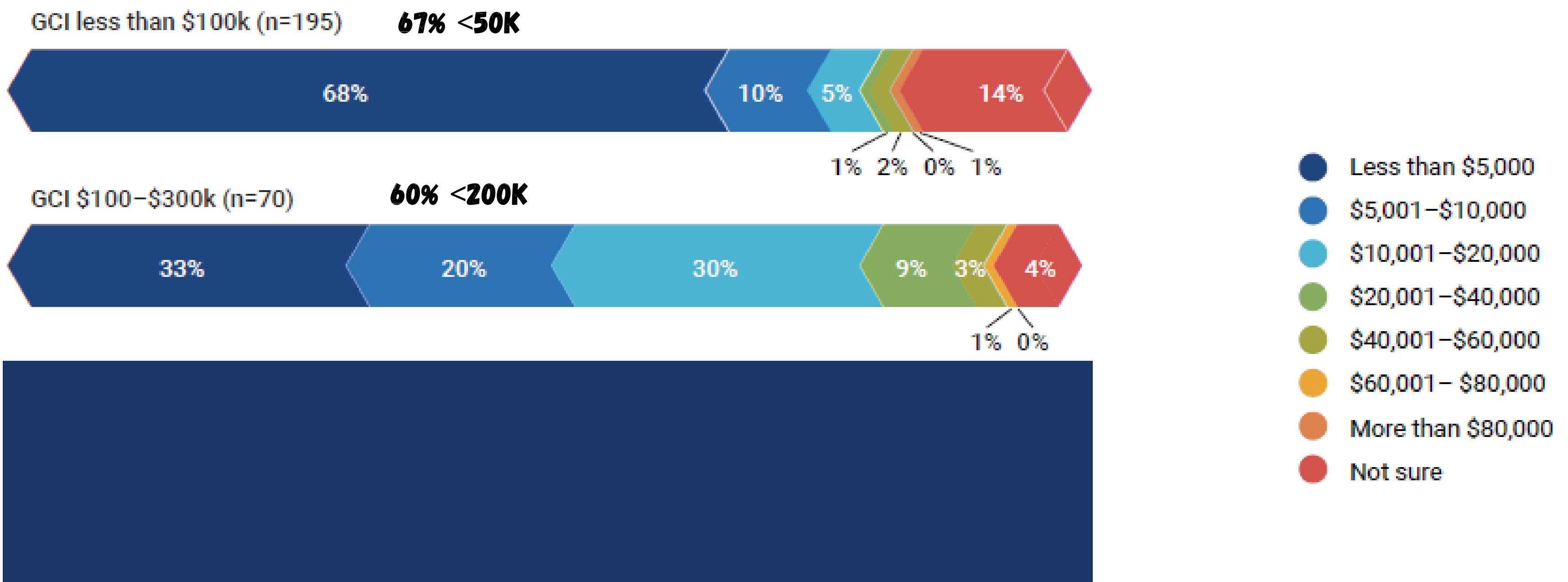
GCI less than \$100k (n=195) 67% <50K



- Less than \$5,000
- \$5,001-\$10,000
- \$10,001-\$20,000
- \$20,001-\$40,000
- \$40,001-\$60,000
- \$60,001-\$80,000
- More than \$80,000
- Not sure

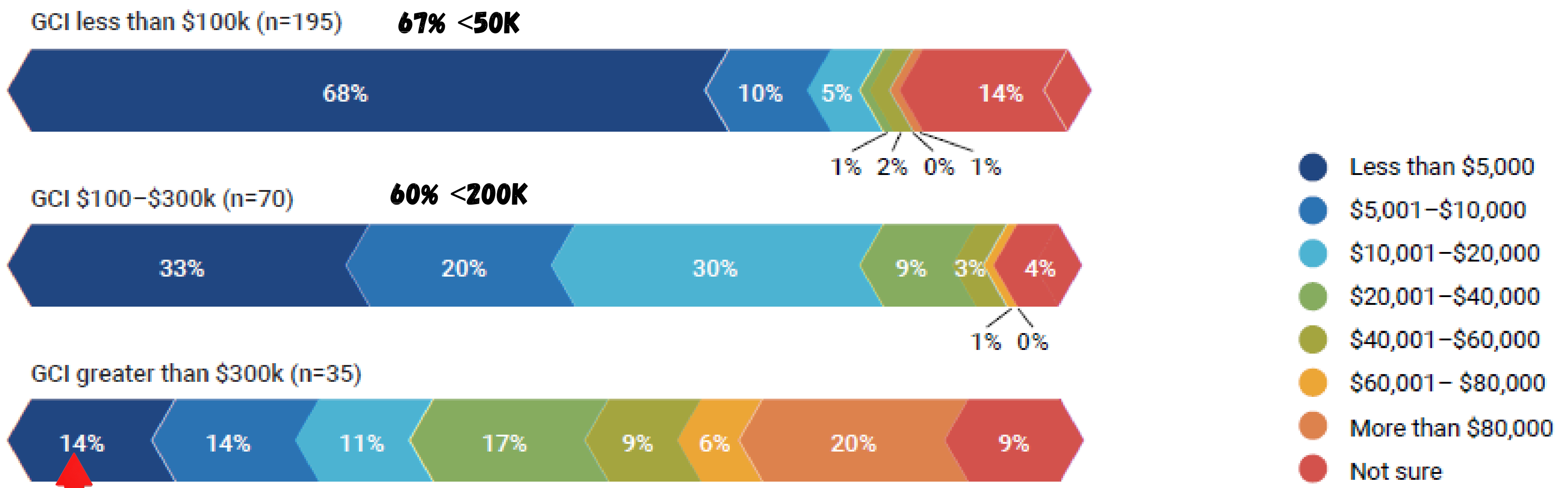
THE MARKETING MIX AND CONTENT STILL HAS TO BE RIGHT FOR YOUR MARKET!

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1.6% OF GCI > \$300 SPEND LESS THAN \$5K

THE MARKETING MIX AND CONTENT STILL HAS TO BE RIGHT FOR YOUR MARKET!

OBJECTIONS TO A MARKETING BUDGET!



**I DON'T KNOW
HOW MUCH
TO SPEND.**



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CGI	7-8%	28%
\$100,000	\$7,000	\$28,000
\$150,000	\$10,500	\$42,000
\$200,000	\$14,000	\$56,000
\$300,000	\$21,000	\$82,000

LEADS VS. TRANSACTION VOLUME

