Marketing Plan CDE:

What should my marketing expenses be?

As you build out your marketing plan, it is important to know not all marketing tactics and advertising opportunities should be incorporated into your plan – only those strategies you believe will drive your intended results. Judges will look for quality of marketing strategies – not quantity!

NOTE: For the purpose of the marketing plan you prepare for the FFA, please consider your agency fees and services already accounted for; and do not include them in your budget.

Print Materials
- Signage / Banners
- Posters / Fliers
- Table tents
- Business cards
- Handouts / Post cards
- Point of purchase assets
- Packaging
- Etc.

Paid Advertising
- Print/Publication advertising
- Paid search
- Social media advertising
- Online advertising
- Billboards / Out of Home
- Etc.

Customer Service Upgrades
- Thank you cards
- Loyalty incentives
- Customer rewards
- Etc.

Digital Needs
- Website costs
- Email service costs
- SMS service costs
- Etc.

Event & Experiential Efforts
- Event staff / equipment
- Registration fees
- Event-specific promotion

Sales & Promotion
- In-person sales events
- Discounts & promotions
- Marketing team support
- Consumer samples / gifts
- Registration fees
- Contests / Giveaways
- Etc.

Operational Considerations

These should be accounted for as part of your marketing plan if they pertain directly to your marketing recommendations. These do not have to be calculated across against general operating expenses:

- Accreditations
- Business membership
- Postage costs
- Legal costs
- Insurance
- Travel expenses
- Supplies
- Rental equipment / supplies
- Sales / Marketing staff
- Etc.

Calculating ROI from marketing expenses:

The following equation should be used when calculating marketing-specific ROI.

As you look to determine your return on investment, your total marketing expenses should be accounted for, **$ Marketing Cost**, in the equation below. Your **$ Sales**, should be all sales directly attributed to marketing, so you can truly look at how your investment has driven company revenue.

While the professional industry has benchmarks around realistic ROI, there is no set ROI number to aim for. ROI can be high or low, typically a range of 200% -2000%, but, most importantly, should accurately reflect the ROI potential of the specific tactics your team recommends.

[($ Sales – $ Marketing Cost) / $ Marketing Cost] x 100 = % Marketing ROI