

Marketing budget checklist

A short routine for setting a practice marketing budget from real numbers and revisiting it on a schedule. Prices are the ones on each vendor's own page as of September 24, 2026.

Setting the number

- ☐ Start from last year's actual revenue, not a hoped-for figure
- ☐ Treat any percentage rule as a starting range; the SBA's own 2019 post says there is no hard and fast answer
- ☐ Claim the free Google Business Profile before paying for anything
- ☐ Decide whether a \$29.95 a month Psychology Today listing earns back its cost with one client
- ☐ Compare a directory's free tier against its paid tiers before upgrading
- ☐ Pick a Google Ads daily budget you could sustain for 90 days; Google publishes no minimum for Search

Worked example, national median

Line	Yearly	Basis
Google Business Profile	\$0	Free, Google's page
Psychology Today listing	\$359.40	\$29.95 a month, its signup page
This directory, verified badge	\$100	Annual price, pricing page
Ads test, photos or savings	about \$1,940	Remainder of 3% of \$80,412

Tracking

- ☐ Record cost per new client for every paid channel, not clicks or impressions
- ☐ Write down what you spent and what it produced each month
- ☐ Revisit after 90 days of real numbers, not projections

The worked example is arithmetic on Heard's 2025 national median revenue (\$80,412) at about 3 percent, the low end of Tebra's 1 to 5 percent range; no Oregon-specific revenue source was found. Sources: SBA (2019), The CMO Survey (2026), Heard (2024, 2026), Tebra (2025), Google Ads Help, Psychology Today, this directory's pricing page. All accessed September 24, 2026.