
Acquisition Costs



How much should a firm pay for a new client?

Marketing is jet fuel for your firm. The more fuel, the farther and faster your company will grow. Here are a few ways to figure out how much a new client should cost. The below is for a 9-month campaign with sample data:

About the Customer

1. Average customer value _____ \$50,000
2. Revenue goal from new customers _____ \$500,000
3. Number of new customers needed _____ 10 customers

About the Sales Cycle

4. How many leads to convert to a customer? _____ 8
5. Number of leads required to meet goal _____ 80

Budget:

6. Suggested marketing budget 10%+* of line 2 _____ \$50,000
7. Advertising budget _____ \$7500
8. Cost/lead is [line 6+7/line 5] _____ \$719/lead
9. Cost to acquire new customer [line 4 x line 8] _____ \$5752
10. Approximate cost [line 1 / line 9] _____ 11.5%

Thoughts:

Compare your budget to competitors, industry or vertical norms

Adjust parameters to meet your business goals

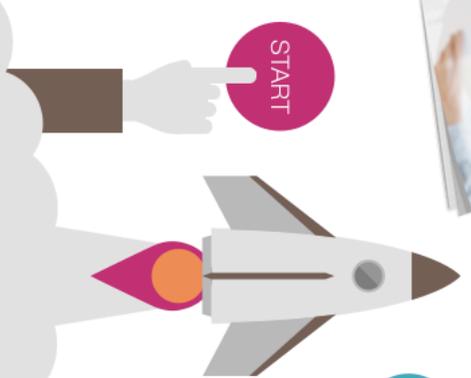
Compare to current plan

* 10% is a good standard for an established business with modest competition. Variables that can push the budget up to 50%+ include new markets, significant competition, new-to-market-or technical products or services, B2B, or needed campaign velocity.

HUBSPOT LEAD GENERATION



- ST Define Business & Campaign Goals
- DEV Optimize Website
- ST Interview Stakeholders Define Target Audience
- DEV Develop Content & Offers
- ST Develop Personas & Voice, Messaging
- DEV Ad & Social Channel Setup
- ST Map Buyer's Journey
- DEV Landing & TV Pages
- ST Persona-Based Keyword Research
- DEV Conversion Forms
- ST Website Optimization Report
- DEV Lead Analytics, Tracking, Goals
- ST Ad & Social Channel Report
- DEV Editorial Calendars



- CL Ad Budget
- CL Lead Follow-up
- CL Lead Feedback
- YAY! Testing, Tuning, Reports

