



PREPARING YOUR BUDGET PITCH

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PREPARING FOR THE BUDGET PITCH.

Imagine this scenario: You've got a fantastic product or service ready to hit the market. You know it's valuable, you know it's going to make a difference in people's lives, but there's just one problem – nobody knows about it! That's where you come in.

Marketing isn't free. Marketing costs money and therefore you need a budget to make it work.

It requires resources – both financial and human – to execute effectively. And that's where pitching for a marketing budget becomes a crucial skill that you need to develop.

You need to pitch for a marketing budget because marketing is the lifeblood of your business. It's the engine that drives growth, the activity that attracts customers, and the secret sauce that sets you apart from the competition.

So, let's get you ready to smash the perfect budget pitch.

PREPARING YOUR PITCH

LAST YEAR'S OBJECTIVES VS RESULTS

In preparing your budget presentation, ensure you have previous year's data at the ready to identify areas of improvement for this year's plan.

Use the table below and fill in for each of your business and marketing objectives including target results and actual results.

| Business Objective | Marketing Objective | Target Results | Actual Results |
|----------------------------------|---------------------------------------|------------------------------|----------------------|
| i.e. Acquire 300 x new customers | i.e. increase inbound leads x 100 p/m | i.e. SEO retainer (£500 p/m) | i.e. 4,000 leads p/m |
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PREPARING YOUR PITCH

LAST YEAR'S BUDGET ALLOCATION

You also need to have a clear understanding of the return from previous marketing efforts to justify budget allocation and identify areas for improvement.

Use the example table below to breakdown the budget spent from the previous year in each quarter to determine the extra budget you will need.

| Breakdown | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 |
|---------------------------|-----------|-----------|-----------|-----------|
| i.e. Digital Marketing | £2000 | £2500 | £3000 | £3500 |
| i.e. Conferences & Events | £2000 | £2500 | £3000 | £3500 |
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PREPARING YOUR PITCH

THE YEAR'S PLAN

Now that you have outlined the results from the previous year's data, it's time to start your forecasts for this year's plan with justification.

Outline each of your marketing objectives for the year and identify key success KPI's and metrics aligning with business and marketing goals, such as revenue growth or customer acquisition cost.

Use the example table below and duplicate for each of your objectives, including the KPI's and metrics needed to hit the objective set.

| | | |
|-----------|--|---|
| Objective | I.e. increase brand awareness with 4000 new contacts per month | |
| KPIs | Increased visibility | Brand interest & opportunities |
| Metrics | New website users | Website bounce rate / av. pages visits |
| | PR / partnerships reach | Brand mentions / opportunities |
| | Event attendees | Newsletter sign ups |
| | LinkedIn/Instagram/TikTok/Twitter Reach | LinkedIn/Instagram/TikTok/Twitter Followers |

PREPARING YOUR PITCH

TARGET RESULTS

It's time to breakdown the tactics you plan to activate using your desired budget by channels or initiatives such as digital advertising, events or content marketing and so on and emphasising the potential ROI of your proposed initiatives.

Be strategic in your allocation, focusing on channels and initiatives that align with your objectives and have demonstrated ROI.

Use the example table below and fill in for each of your tactics.

| Tactic | Description | Expected ROI |
|--------------------------|--------------------|--|
| i.e. Digital advertising | i.e. PPC campaigns | i.e. Increased website traffic & higher conversion rates |
| | | |
| | | |
| | | |

PREPARING YOUR PITCH

BUDGET REQUIRED

Now it's time to create a breakdown plan of your desired budget judging from previous years breakdown, in each quarter. You should link to your budget forecast here too!

Use the example table below and duplicate for each of your tactics.

| Breakdown | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 |
|-----------------------------|-----------|-----------|-----------|-----------|
| i.e. Digital Marketing | £4000 | £5500 | £3000 | £7500 |
| i.e. Conferences and Events | £4000 | £5500 | £3000 | £7500 |
| | | | | |
| | | | | |
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PREPARING YOUR PITCH

TIPS FOR PITCHING

So, you've done the groundwork, prepared your presentation, and now it's time to step into the spotlight and make your pitch.

Take these top tips to help you succeed in your budget pitch.

Tip 1. Know Your Audience

Understand your audience's priorities, pain points, and preferences to tailor your presentation effectively. Think of them as your pitch personas!

Tip 2. Lead with Insights

Start strong with data-backed insights and examples that demonstrate the potential impact of your proposal. Show how it aligns with business objectives.

Tip 3. Be Clear and Concise

Get to the point quickly and avoid unnecessary complexity. Keep it short and sweet to maintain audience interest and engagement.

Tip 4. Highlight ROI

Emphasise the return on investment of your marketing initiatives to showcase their value and contribution to business growth.

Tip 5. Anticipate Questions and Objections

Prepare responses to potential concerns from decision-makers to reassure them and demonstrate your preparedness.

Tip 6. Practice, Practice, Practice!

ARE YOU CURRENTLY PREPARING TO PITCH FOR A MARKETING BUDGET?

Join Fabric and catch up on our masterclass 'The Budget Pitch - Preparing for Success' and access our budget pitching template.

Plus, gain access to 1-1 coaching sessions, an exclusive marketing community, mentorship and a place on our award-winning 12-week Master Strategy Programme.

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