

# Build your annual marketing budget

## Budget overview

Previous year budget = \$XXXMM

**Proposed budget = \$XXXMM**

YoY variance = \$XXXMM

Budget drivers:

- **Driver:** 5- to 10-word description for each of the drivers. No more than 3 to 4 drivers are to be included.
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## Headcount

Previous staff = XXX

**Proposed staff = XXX**

**XXX YoY role variance**

Key hires:

- **Role/title:** 10- to 20-word callout on the significance of the proposed role.
- **Role/title:** 10- to 20-word callout on the significance of the proposed role.
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## Martech

Previous year budget = \$XXMM

**Proposed budget = \$XXMM**

**\$XXMM YoY variance**

Budget drivers:

- **Budget driver:** 10- to 20-word description of each element contributing to budget shifts.
- **Budget driver:** 10- to 20-word description of each element contributing to budget shifts.
- **Budget driver:** 10- to 20-word description of each element contributing to budget shifts.

## Other budget callouts

- **Budget callout:** 10- to 15-word description of other notable budget-related items worthy of executive attention.
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Category	Q1	Q2	Q3	Q4	Total	Previous year	YoY variance
Agencies and services	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Paid media	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Labor	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Marketing technology	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
<b>TOTAL</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>

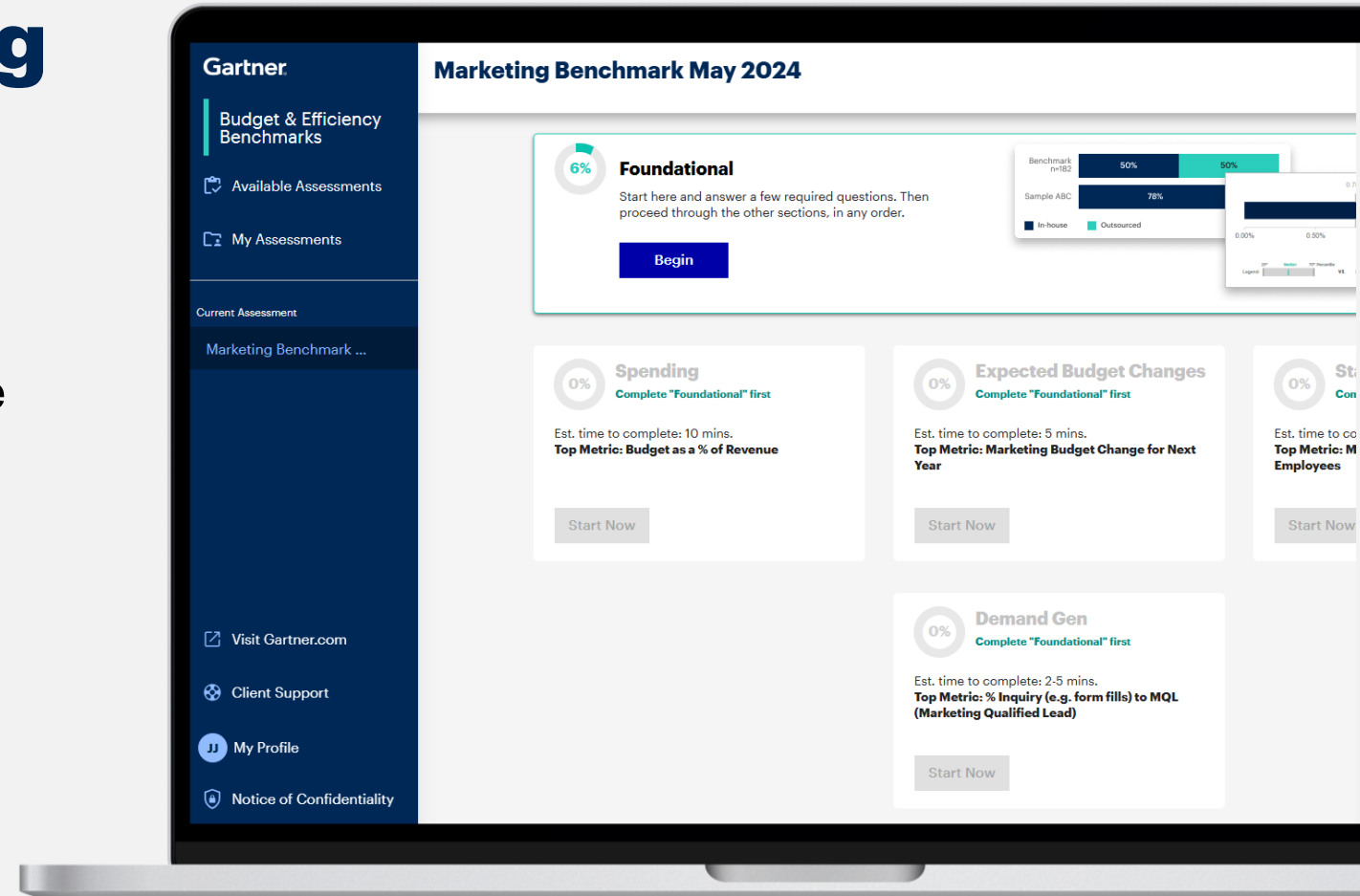
Marketing as % of total company revenue	<b>XX%</b>
Industry benchmark (Pull from <a href="#">Gartner CMO Spend Benchmarks</a> )	<b>XX%</b>
Variance	<b>XX%</b>

# The Gartner Marketing Budget & Efficiency Benchmark

Optimize your marketing investments and drive long-term improvements with the Gartner Marketing Budget & Efficiency Benchmark.

Key benchmarking areas include:

- Budget and spend
- Headcount and staffing
- Expenditures



→ **Get Started**



Build business cases



Defend budgets



Make data-backed decisions

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