



HOW TO BUILD YOUR MARKETING BUDGET

|
Free Guide

THE WYRICK OUTLOOK, INC

HOW TO BUILD YOUR MKTG BUDGET

Creating a marketing budget is crucial. Not only does it prevent you from overspending, but it also allows you to focus your spending on areas that are actually put money back into the office.

The general rule of thumb for an average sized orthodontic office is around **3-5% of total production.**

Current Marketing Budget = _____ % of collections

2025 MARKETING BUDGET = _____ x _____ % = _____

MONTHLY MARKETING BUDGET: _____/12 = _____

	% OF EXAMS IN 2024	2025 BUDGET
PATIENT		YEAR: MONTH:
REFERRING OFFICE		YEAR: MONTH:
COMMUNITY		YEAR: MONTH:
ONLINE		YEAR: MONTH:
UNKNOWN		YEAR: MONTH:

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