MODULE 12: PAID ADS, MEASUREMENT AND THE MARKETING PLAN

Your ad budget and break-even

Lesson: Budgets, cost per lead and break-even · about 15 minutes

Turn your targets and margins into a budget you can defend.

Your business (name, service, main city):

1. Write down your four numbers: average booking value before HST, gross margin, close rate and cost per lead by channel.

2. Calculate your break-even ROAS and set a target ROAS for your ads.

3. Build a budget from a target: bookings wanted, leads needed and total spend.

4. Plan your monthly ad budget by season for the next twelve months, with the reason for each change.

5. **Write your scaling rules and the cost per booking at which you will step back.**

Check: can you now

- Build a monthly ad budget from booking targets, close rates and cost per lead
- Calculate break-even return on ad spend from your gross margin
- Size a test budget, set scaling rules and allocate spend across the event seasons

One change you will make this week