

Hella Good Marketing

2025 Marketing Budget Guide

Trying to figure out how much of your budget you should allocate to marketing? It all comes down to where your organization is at, what you're trying to achieve, how much cash you've got to spend, and who's already on your team.

Key Factors to Consider

Early-Stage: <\$1M Revenue

Spend 10-20% of your revenue on marketing.

- Best to use an outsourced marketing team.
 - Flexibility, cost-effectiveness, and access to a variety of skill sets: SEO, paid ads, branding, email.
- Hiring full-time too early can strain resources and limit agility.

Growth Stage: \$1M–\$5M Revenue

Spend 8-12% of your revenue on marketing.

- A fully outsourced marketing team is still appropriate, with increased services.
- Hybrid approach often works well, too: One in-house marketing manager/strategist to own the plan, plus an outsourced marketing team to help execute tasks.

Established: \$5M+ Revenue

Spend 6-10% of your revenue on marketing.

- Typically where it starts to make sense to build a full in-house marketing team: CMO, content creators, performance marketers.
 - More control over brand, better integration with sales/product, and cost efficiency at scale.
- Still use an outsourced marketing team for specialized projects or tasks (e.g. Google Ads, graphic design).

Budget Benchmarks

Revenue	Suggested Marketing Spend (% of revenue)	Team Type
<\$1M	10–20%	Outsourced Marketing Team
\$1M–\$5M	8–12%	Hybrid (1 FTE In-House + Outsourced)
\$5M+	6–10%	In-House Team with Outsourced Support