

Online Marketing Strategy and Budgets

Many companies wonder what a good online marketing strategy is and what budgets are appropriate for it. Since 2014, I have been following the figures and developing marketing campaigns. In 2024/2025, I will show you what the current ratio is for deploying diverse, simultaneous campaigns in a funnel aimed at conversion. I call this combination of campaigns the advertising carousel. It rarely makes sense to run just one campaign type!

Are you reading this document as an inexperienced beginner in the field of content creation and advertising? No problem! Then focus on the totals and take this seriously. Make sure you get clear management information back from your marketer that shows which type of content was used in which type of ads. And make sure that you get simple and easy feedback on whether the costs incurred have also yielded the desired result (KPIs). Search sharemax.org for the terms 'KPI, management reporting or online marketing' for more explanation. Digt is for marketers and clients.

Use this document mainly for:

- Finding the right balance when setting up your campaign types and tailoring your content accordingly.
Reminder: Make sure the CTA text matches your campaign type.
- Determining your budget for business calculations and liquidity budgets.
- The realization that without a budget and a solid campaign design, you are actually throwing your money away.

1. Basic Online Advertising Strategy

Campaign type	Budget distribution (%)	Content items
Brand Awareness – Top of Funnel (ToFu)	40%	2-3 per month ^{*2}
Traffic – Mid of Funnel (MoFu)	30%	3-4 per month ^{*2}
Engagement – Mid of Funnel (MoFu)	15%	2-3 per month ^{*2}
Conversions ^{*1} – Bottom of Funnel (BoFu)	15%	2-3 per month ^{*2}
Total	100%	9-13 pcs ^{*2}

^{*1} Note: Dynamic retargeting ads usually fall under conversions since they focus on reactivating previous visitors for the purpose of a purchase or lead. However, they can also be used for engagement or traffic, depending on the strategy.

^{*2} Note: This number of content items is in ideal form. At each start of a process, we create several pieces of content to measure and test what works across the different campaigns. A/B testing is frequently used, which means that you often have multiple visualizations for the same topic. Depending on your preferred workflow, you can create multiple Ads/Posts, multiple A/B tests or both.

Change in type of campaign over time Over time, you'll need to rearrange your budget over time. Below is an indication. Real numbers depend on your data analysis and points for improvement that follow from it.

Phase	Brand awareness	Traffic	Involvement	Conversion
Initial phase (0-3 months)	40%	30%	15%	15%
Middle phase (3-6 months)	20-25%	35%	25%	15-20%
Later Phase (6+ months)	10-15%	20-25%	20%	40-50%

2. Budget indication for Advertising Platforms

Here you can read what the regular budget indication is that you can use for your own budget determination. You have to take into account the fact that these are indications of a well-functioning campaign strategy with continuous measurement and adjustment.

Platform	Initial phase (0-3 months)	Middle phase (3-6 months)	Later Phase (6+ months)
Meta Ads	Regional: €20-30/day (€600-900/mo) National: €50-75/day (€1500-2250/mo)	Regional: €25-40/day (€750-1200/mo) National: €60-100/day (€1800-3000/mo)	Regional: €30-50/day (€900-1500/mo) National: €80-120/day (€2400-3600/mo)
Google Ads	Regional: €15-25/day (€450-750/mo) National: €40-60/day (€1200-1800/mo)	Regional: €20-35/day (€600-1050/mo) National: €50-80/day (€1500-2400/mo)	Regional: €25-50/day (€750-1500/mo) National: €70-100/day (€2100-3000/mo)
TikTok Ads	Regional: €10-20/day (€300-600/mo) National: €30-50/day (€900-1500/mo)	Regional: €15-25/day (€450-750/mo) National: €40-60/day (€1200-1800/mo)	Regional: €10-20/day (€300-600/mo) National: €30-50/day (€900-1500/mo)

3. Total Budget Indication per Month

Regional

Phase	Total Budget per Month
Initial phase (0-3 months)	€1.300 - €2.000
Middle phase (3-6 months)	€1.500 - €2.300
Later Phase (6+ months)	€1.700 - €2.500

National

Phase	Total Budget per Month
Initial phase (0-3 months)	€3.600 - €4.500
Middle phase (3-6 months)	€4.000 - €5.000
Later Phase (6+ months)	€4.500 - €6.000

4. Starting with a Small Budget: Alternative

With a smaller budget of, say, €300-1,200 per month, you can still start effectively, but you have to make choices:

1. Focus on 1-2 platforms (e.g. Meta Ads and Google Ads).
2. Narrow your audience to specific locations or demographic groups.
3. Combination of Organic and Paid Strategy:
 - Boost high-performing organic posts.
 - Retarget previous visitors with low-threshold ads.

Platform	Budget indication	Focus
A. Meta Ads	€300-500 per month	Brand Awareness/Traffic
B. Google Ads	€200-400 per month	Search Intent/Conversions

C. TikTok Ads	€200-300 per month	Brand awareness
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Total: €300-800 per month for up to 2 platforms.

5. Summary of budget distribution Meta, Google and TikTok

Platform	Initial phase (0-3 months)	Middle phase (3-6 months)	Later Phase (6+ months)
Meta Ads	60-70%	55-65%	50-55%
Google Ads	30-40%	35-45%	45-50%
TikTok Ads	10-20%	10-15%	5-10%