MOUNTAIN MOJO GROUP

STEP 15 OF 16 · MOJO HARDWARE MARKETING SERIES

Marketing Budget Guide

For Hardware Stores & Lumberyards

Fillable worksheet: type directly into the fields, then save a copy.

Use this guide to build a clear, realistic marketing budget that aligns with your organizational goals, revenue expectations, channels, and capacity.

Complete each section in order. Do not skip ahead.

STEP 1

Business Context

Store Name

Location(s)

Primary Service Area

Primary Customer Focus (choose one)

- ☐ DIY / Homeowners
- ☐ Contractors / Pros
- ☐ Both

STEP 2

Organizational Goals

Your marketing budget should support a small set of clear priorities.

Primary organizational goal 1 for this period

Primary organizational goal 2 for this period

Primary organizational goal 3 for this period

If these goals are not defined yet, pause here and clarify them first.

STEP 3

Revenue Context

Marketing budgets work best when tied to revenue expectations.

Target revenue period

☐ Quarter ☐ Year

Revenue goal for this period ($)

Notes on seasonality or growth expectations

STEP 4

Channels You Are Actively Supporting

Only budget for channels you can execute consistently.

- ☐ Social Media
- ☐ Google Ads / Paid Search
- ☐ Email Marketing
- ☐ SEO / Website Content
- ☐ Other

Other channel(s)

Channels to deprioritize or pause this period

STEP 5

Separate Fixed and Flexible Costs

Understanding baseline spend creates clarity.

Fixed costs (ongoing)

	MONTHLY COST ($)	VENDOR / NOTES
Website hosting / maintenance		
SEO support		
Email or marketing software		
Other:		
Monthly fixed total		

Flexible costs (adjustable)

	PLANNED AMOUNT ($)	TIMING / NOTES
Paid ads		
Promotions or events		
Seasonal campaigns		
Other:		
Planned flexible total		

STEP 6

Budget by Channel

Allocate budget based on priorities and capacity.

	MONTHLY BUDGET ($)	GOAL SUPPORTED
Social Media		
Google Ads		
Email Marketing		
SEO / Website		
Other		
Total		

STEP 7

Execution Costs

Marketing requires time and resources, not just spend.

Execution needs to account for

- ☐ Content creation
- ☐ Design or photography
- ☐ Campaign setup and management

Execution notes

STEP 8

Align Budget With Your Content Calendar

Your budget should support what you actually plan to publish.

Key campaigns or seasons to support

CAMPAIGN OR SEASON	TIMING	BUDGET ($)

Channels that require increased spend during these periods

STEP 9

Review and Adjustment Plan

Budgets should be reviewed, not set and forgotten.

Planned review cadence

- ☐ Monthly performance check
- ☐ Quarterly budget review
- ☐ Seasonal reallocation

Who reviews and adjusts the budget

Final Budget Check

Before finalizing this budget, confirm:

- [ ] Organizational goals are clear
- [ ] Budget aligns with revenue expectations
- [ ] Channels are realistic to execute
- [ ] Fixed and flexible costs are understood
- [ ] Review points are scheduled

If any box is unchecked, revisit that section.

Mojo Reminder

A marketing budget is not about spending more. It is about spending intentionally.

When your budget aligns with goals, channels, and execution capacity, marketing becomes easier to manage and easier to evaluate.

Want Help Reviewing Your Marketing Budget?

If you would like help reviewing or building a marketing budget for your hardware store or lumberyard, a short discovery call can help clarify next steps.

BOOK A DISCOVERY CALL WITH RAND