

THE BUDGET FRAMEWORK

Marketing Budget *Template.*

Plan your marketing spend like a pro — allocation framework, fill-in worksheet, and red-flag checklist.

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WHY BUDGETS FAIL

Most marketing budgets don't budget.

They list line items. They total to a number. They get approved. And then they stop being used — because nobody maps the spend back to the funnel stage it serves, or revisits it when a channel dies.

A real budget ties every dollar to a **funnel stage**, a **KPI**, and a **kill rule** — the condition under which you cut that line. If any of those three is missing, you have a wishlist, not a budget.

THE FRAMEWORK

60 / 30 / 10 allocation.

For early-stage teams, a durable allocation is 60% on what works, 30% on what should work, 10% on bets. Adjust as you scale.

TIER	SHARE	WHAT GOES HERE	KILL RULE
Core	60%	Channels with proven CAC/LTV	Kill if CAC rises >50% for 2 months
Grow	30%	Channels showing early signal	Kill if no conversion after 90 days
Bet	10%	Experiments, new channels	Kill at end of quarter unless signal

QUARTERLY WORKSHEET

Your Q__ budget.

Fill this in per quarter. Print it or copy it to your doc — whatever keeps it visible. Review monthly; rebalance quarterly.

CHANNEL	TIER	STAGE	BUDGET	KPI	KILL RULE
SEO / Content			\$		
Paid Search			\$		
Paid Social			\$		
Email / Lifecycle			\$		
Outbound			\$		
Partnerships			\$		
Events / Field			\$		
Brand / PR			\$		
Tools / Stack			\$		
Experiments			\$		
TOTAL			\$		

Tier: Core / Grow / Bet · Stage: Demand / Capture / Activate / Retain

KPI GUIDE

What to measure per channel.

Every channel gets one primary KPI and one guardrail KPI. If either trips, you act.

CHANNEL	PRIMARY KPI	GUARDRAIL KPI
SEO / Content	Organic leads / mo	Cost per published page
Paid Search	CAC by keyword cluster	Quality Score avg
Paid Social	ROAS by creative	CPM drift
Email / Lifecycle	Revenue per send	Unsubscribe rate
Outbound	Meetings booked / rep	Bounce + spam rate
Partnerships	Sourced pipeline	Time-to-first-lead
Events / Field	Qualified meetings	Cost per meeting
Brand / PR	Branded search lift	Share of voice

RED FLAGS

Signals you're overspending.

When any of these show up, stop adding budget and start cutting. Adding spend on a broken channel is the fastest way to torch a quarter.

- **CAC payback climbs past 18 months** for B2B / 6 months for B2C without explanation.
- **One channel is >70% of acquisition.** Concentration risk — a single policy change kills you.
- **Your top-of-funnel grew but pipeline didn't.** You're filling the top faster than the middle converts.
- **You can't name the KPI** for a line item. If it has a budget but no metric, cut it.
- **Your "bets" tier is 0%** for more than one quarter. You're not learning anything new.
- **You're adding tools faster than channels.** The stack is growing but leverage isn't.

MONTHLY REVIEW

Four questions. Ten minutes.

1. What did we spend this month, per tier and per channel?
2. Which KPIs moved, and in what direction?
3. Which channel tripped a kill rule or guardrail?
4. What do we cut, double down on, or try next month?

NEXT STEP

Ship the budget. Then run it.

Mavek runs your marketing against the budget you set — tracks KPI by channel, flags red-flag signals, suggests reallocation.

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