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The Clean Plate Society: Don't Lose End of Year Budget Dollars

As we cruise toward the Thanksgiving table, consider becoming a member of the clean plate society—but only as it applies to your Q4 marketing spend. For the love of Pete, stop eating pumpkin pie when you feel full, or you'll never fit in to your New Year's Eve party garb. But when it comes to year-end budget dollars, it is **use it or lose it!** Use up your marketing budget or you might face decreased budget allocations for next year. Here are some effective ways to make the most of marketing budget leftovers:

Spend money on marketing consultants like us

From our completely unbiased perspective (**winky-wink,**) you should spend-spend-spend, and then keep spending. Please **do** join the clean plate society for Q4, and use up all your end of year budget dollars on worthy partners like us. But when you spend, continue to make good choices.

Perform a marketing spend audit

Are you using all your relevant channels to build revenue? You may need to rebalance:

- **Inbound marketing**
- **Outbound marketing**

Are your marketing efforts equally serving both:

- **Current customers (upsell/cross-sell)**
- **New customers (lead generation and lead nurturing)**

Still got money to use up? Run a micro-test on a planned program

Use a microcosm-ed budget to ROI test/improve a new planned program: negotiate with the vendor to try a scaled down version of a program—you'll learn from the testing, and will improve next year's roll-out revenue potential.

Put more gravy on your plate

Bulk up for the winter: what does your ROI analysis of your current programs tell you? Layer on more of that right now, and eke out increased revenue performance from your already great programs!

Keep your budget full and robust, and keep your pumpkin pie and fruitcake eating in control, and you'll enjoy an amazing, amazing New Year!