

What to Spend Where: Making the Most of Your Marketing Budget



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Making the Most of Your Marketing Budget

Key Objective s

Budget Tiers:

- What you can do with \$1K, \$5K, or \$15K

Sample Spending Plans:

- Social Boosts vs Paid Placements vs. Contractor Time

Low-cost/High-Impact Tactics:

- Repurposing content, partnering with others, leveraging grant resources

When to Invest vs. When to Pause

If you only had a dollar... How would you spend it?



Strategy → Audience → Channel → Tactics

Everyone's FAVORITE Radio Station is...



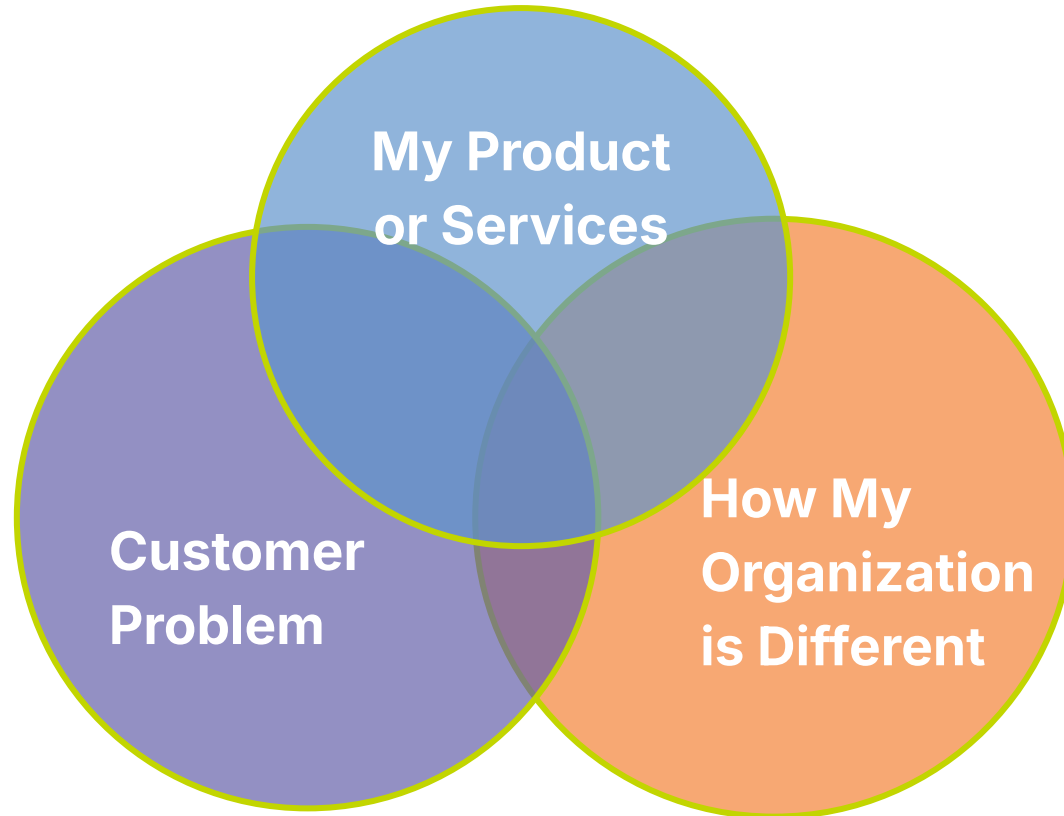
**Everyone's FAVORITE Radio Station
is...**

WIIFM

What's In It
Eor Me?



Define Your Value Proposition



Define Your Audience

Base



Opportunity



Define Your Message

**01**

Craft a Unique Narrative

Develop a distinct story that highlights your organization's mission and values, making it relatable for your audience.

**02**

Identify Target Audiences

Clearly define who your message is aimed at, ensuring it resonates with your audience.

**03**

Highlight Organization Benefits

Emphasize the unique advantages your organization offers to attract interest and engagement.

Atomization in Action



**Primary
Content**

One Piece of Content Can Fuel:

Upcoming Event

Website Homepage

Email to Community Partners & Base

Facebook Event

Facebook Post, Story, and Reel

Instagram Post, Story, and Reel

Video for YouTube

Community Event Calendar

Recap Blog Post



Facebook

194.1 million users

Demographics

- 68% of U.S. adults
- 78% of women
- 61% of men

Largest Age Group
30-49 age range

Fun Fact

Users access Facebook an average of 8 times daily.



Instagram

166.2 million users

Demographics

- 37% of U.S. adults
- 55% of women
- 44% of men

Largest Age Group
18-34 age range

Fun Fact

US adult users spend an average of 33.1 minutes per day on the platform



LinkedIn

206 million users

Demographics

- 84% of U.S. adults
- 30% of women
- 35% of men

Largest Age Group
25-49 age range

Fun Fact

44% of LinkedIn users take home more than \$75,000 per year.



YouTube

239 million users

Demographics

- 83% of U.S. adults
- 83% of women
- 87% of men

Largest Age Group
18-49 age range

Fun Fact

Customers are 67% more likely to buy a products after seeing it on YouTube.



TikTok

170 million users

Demographics

- 33% of U.S. adults
- 39% of women
- 26% of men

Largest Age Group
13-29 age range

Fun Fact

US adult users spend an average of 53.8 minutes per day on the platform.

\$1,000	\$5,000	\$15,000
Prioritize owned and borrowed channels (organic/non-paid) Maximize and activate your base Focus on message frequency		
100% paid media - Paid social	75% paid media - Paid social - Radio 25% content development	70% paid media - Google Ads - Paid social - Radio - Connected TV 30% content development
One Paid Channel MAX	Three Paid Channels MAX	Five Paid Channels MAX

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When to Invest vs. When to Pause



RESULTS • STRATEGY • PERFORMANCE

mhp•si

LITTLE ROCK • BENTONVILLE

Define Your Channels

Low-Cost, High-Impact Marketing Tools

Tool	Cost	Use
Facebook Page	Free	Events, town pride, job postings
Instagram Page	Free	Videos and stories about events, business promotions, and activities
Canva	Free	Design flyers & social media
QR Codes	Free	Link signs to online info
Email Lists	Free	MailChimp, Constant Contact Monthly updates to stakeholders
School/Student Collabs	Free	Videos, contests, takeovers
Website	\$-\$\$\$	Squarespace, WordPress Design for mobile