

## The Million-Dollar Question: How Much Should You Spend on Your Marketing?



Determining how much to spend on your marketing and on what channels is the age-old conundrum that keeps business owners and marketing leaders up at night. There is no “perfect” budget, but there are a few factors you should consider before allocating your dollars and launching into a campaign to maximize your ROI.

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### Test Your Marketing Budget Knowledge

*True or False...*

1. Companies looking to maintain their marketing position typically budget 2% to 10% of gross revenue.
2. In the PESO Model, PESO stands for: Paid, Established, Shared and Owned media.
3. Owned media is the most trusted content type because it's published by your firm.

GET THE ANSWERS

## Taking It ALL IN at LMA 2024



Principal [Megan Braverman](#) and Account Manager [Angely Levis](#) in San Diego for Legal Marketing Association's Annual Conference. They went ALL IN, listening to panelists talk on AI, attorney collaboration, firm branding and much more. Keep an eye out for next month's newsletter where we'll recap the top trends and takeaways from the conference.

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## The Art & Science of Marketing: ProVisors Real Estate Affinity Group



Principal [Megan Braverman](#) presented to the ProVisors Real Estate Affinity Group on the art and science of real estate marketing. She discussed a range of topics, from embracing artificial intelligence to data-driven decision-making.

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## A Peek Behind the Agency Curtain.

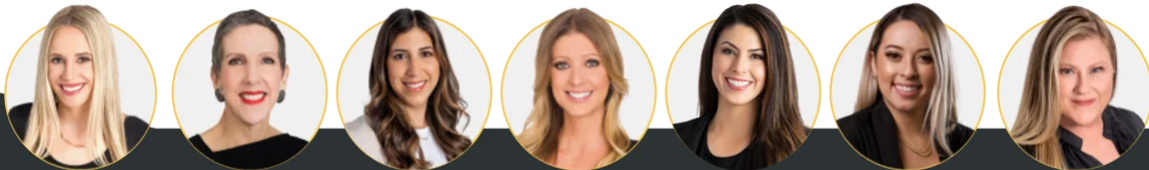
RECENTLY, WE'VE BEEN TALKING WITH CLIENTS ABOUT:

- Strategies to build better referral programs to squeeze ROI from cases you don't accept.
- How to navigate a potentially tarnished relationship with a reporter.
- Leveraging a conference presentation to get in front of additional target audiences.
- Pros and cons to distributing a press release on the wire.



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