

"Upgrading on Kudzu is the best investment I've made in a long time."

Kudzu helps build sales for John Temmel The Siding Guy

[John Temmel The Siding Guy](#) provides siding installation and replacement, painting, and other house exterior house repairs and improvement. Owner John Temmel discovered he had three reviews on Kudzu before he had even formally listed a profile! Since then, he has upgraded his profile twice and considers it the best investment he has made in a long time.

"Every job I book bills, on average, between \$8,000 and \$16,000, so every call is a big one in my business," Temmel explained. "With my recent upgrade, Kudzu now brings me a call a day. What's more, prospects don't even ask for references anymore because they've already seen my reviews."

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How much money should small businesses spend on marketing?

Do you have a marketing budget set aside to promote your small business each year? Marketing experts typically recommend that you reserve as much as 10% of your small business' gross sales for marketing. That includes advertising, promotions, direct mail, giveaways like magnets and such, promotional signage, and so on. The question is whether or not 10% is realistic for your small business or not.

There are several factors to consider when determining your annual marketing budget:



First, the amount you spend on marketing should be directly related to the growth stage of your business. Is your business still in its infancy, or is it mature and well-known? The stage of your business certainly impacts how much money you need to spend to promote it. What industry does your business operate in? Different industries require varying marketing investments to remain competitive. On that note, what are your competitors doing? It's important to maintain a level playing field at the very least.

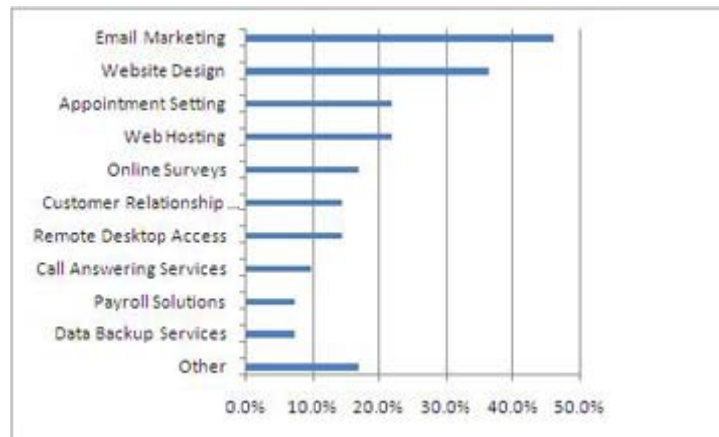
Second, you need to plan what new products, services or enhancements you'll introduce to your small business in the upcoming year. Naturally, if you're launching a new product, you'll need to invest enough in the marketing of that product to raise awareness and recognition of it.

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Question of the week

Last week...

We asked "*Which business services do you use now or would you be interested in using?*" Here are the results:



This week's poll question: How is your marketing budget allocated? [Answer here.](#)

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