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Planning for 2027

Four questions to answer before you set the marketing budget.

- [ ] **Where did this year's new clients come from?**
  Separate referrals, repeat business and new relationships. This shows how much of your growth depends on your existing network.

- [ ] **Which clients do you want more of?**
  Define them by industry, size and type of work. The budget should follow that decision.

- [ ] **Can a new buyer see what makes you different?**
  Review your website and LinkedIn as if you were seeing them for the first time. Then ask someone outside the business to do the same.

- [ ] **What happens after someone shows interest?**
  Map how inquiries are answered, followed up and tracked today. Who replies? How fast? What gets written down?

Once these four are answered, the budget has clear priorities to follow. Without them, the budget follows habit.