



Marketing on a Tight Budget

Where to Invest — and What to Cut

Most Businesses Don't Have a Budget Problem — They Have a Priority Problem.

Marketing doesn't fail because money is tight.

It fails because money is spread across too many channels at once.

When every tactic gets a little budget, nothing gets enough data to work — and everything looks broken.

This talk introduces a simple framework to help you decide what to fund first, what to support next, and what to pause entirely.

The Real Issue

(Small Budgets Aren't the Problem)



Most businesses don't fail because they lack money. They fail because they lack prioritization.

- Spreading \$1,000 across 8 channels
- Boosting posts randomly
- Paying for tactics without strategy
- Trying to “do everything”

When everything gets a little budget, nothing gets enough to work.



FOCUS BEATS FRAGMENTATION.

The 3 Buckets of Marketing



NOT ALL BUCKETS DESERVE FUNDING AT THE SAME TIME.

Almost All Marketing Fits Into 3 Buckets

Bucket 1: Demand Capture

People already looking

- Google Search
- Google Maps
- SEO
- Paid Search

Bucket 2: Demand Creation

People not looking yet

- Social media content
- Video
- Display ads
- Branding

Bucket 3: Infrastructure

The systems that make everything work

- Website
 - Tracking
 - Conversion paths
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If Money Is Tight



Start in This Order

1. Demand Capture
2. Infrastructure Support
3. Demand Creation (Later)

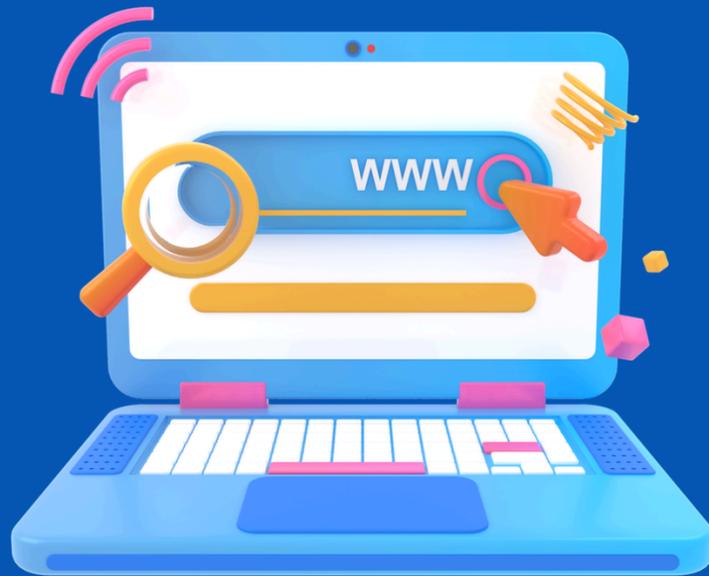
Demand Capture = fishing where fish already are

Demand Creation = trying to convince fish to get hungry



**CATCH EXISTING DEMAND BEFORE
CREATING NEW DEMAND.**

Priority A



One High-Converting Website

Your website is your salesperson.
If traffic lands and doesn't convert → all marketing fails.

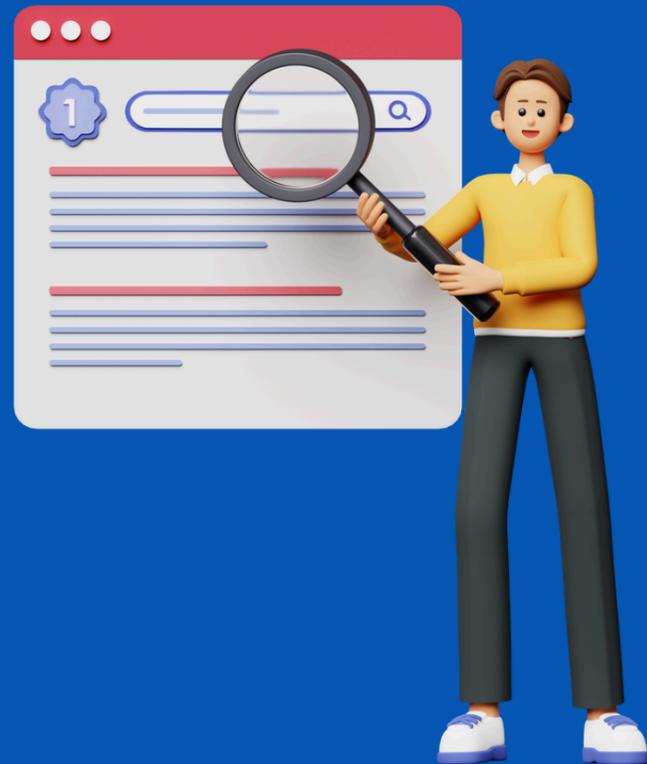
Focus on:

- Clear services
- Clear location
- Clear calls to action
- Fast load speed
- Simple contact paths



**TRAFFIC WITHOUT CONVERSION IS
WASTED MONEY.**

Priority B



Be Found When People Search

People are already searching:

- “roof repair near me”
- “personal trainer Wake Forest”
- “best landscaper Raleigh”

If you’re not visible, you’re invisible.

Path 1: Google Ads

Fast visibility

Path 2: SEO

Slow, compounding visibility



**YOU DON'T NEED 500 KEYWORDS —
YOU NEED THE FEW THAT MAKE MONEY.**

Priority C



Google Business Profile Optimization

Often ignored. Always powerful.

- Free visibility
- Appears before websites
- Drives calls and map clicks

Basics:

- Correct categories
- Services filled out
- Photos added
- Reviews requested



**THIS IS OFTEN THE HIGHEST ROI
ACTION ON SMALL BUDGETS.**

What Gets the Best ROI



Local SEO Pages

One service + one city per page.

- Free visibility
- Appears before websites
- Drives calls and map clicks

Examples:

- /pressure-washing-raleigh
- /pressure-washing-wake-forest

Why it works:

- Matches real searches
 - Clear relevance
 - Builds authority
-



CLARITY IMPROVES RANKINGS.

Smarter Google Ads



Small, Focused Campaigns Win

Not:

- “All Services” campaigns

Instead:

- One campaign per core service
- Clean keyword targeting
- Clear landing page match

Why:

- Better data
- Lower wasted spend
- Higher relevance



SPECIFIC BEATS BROAD.

What to **STOP** Doing



Stop Boosting Random Social Posts

Why it fails:

- No buying intent
- Broad targeting
- Hard to measure ROI

Boosting posts = renting attention

Search marketing = owning demand



**INTENT MATTERS MORE THAN
IMPRESSIONS.**

Stop Paying for “SEO Packages”



If No Pages Are Being Built, Nothing Is Ranking

Ask:

- What pages are you creating?
- What keywords are they targeting?
- What cities are you optimizing for?

If there are no answers → red flag.



**SEO REQUIRES ASSETS — REPORTS
MEASURE THE RESULTS.**

Stop Spreading Small Budgets



\$1,000 Across 8 Channels Doesn't Work

- No channel gets enough data
- No system optimizes
- Everything feels broken

Better:

Put \$1,000 into ONE channel and make it perform.



DEPTH BEATS DISTRIBUTION.

Replace Vanity Metrics



Stop Chasing Impressions

Vanity:

- Likes
- Followers
- Impressions

Real Metrics:

- Calls
- Forms
- Bookings
- Revenue



**MARKETING SHOULD PRODUCE
CUSTOMERS, NOT APPLAUSE.**

Simple 3- Month Roadmap



**BORING, CONSISTENT WORK BEATS
CLEVER TACTICS.**

A Practical Starting Plan

Month 1: Foundation

- Fix homepage
- Create top 3 service pages
- Optimize Google Business Profile

Month 2: Visibility

- Launch Google Ads for 1-2 services
- OR
- Begin SEO for same services

Month 3: Optimization

- Improve pages
 - Add reviews
 - Add another service page
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Real-World Example



**SIMPLER SYSTEMS OUTPERFORM
SCATTERED TACTICS.**

Before vs. After

Client was spending on:

- Facebook boosts
- Flyer designs
- Email blasts

We shifted to:

- Service pages
- Focused Google Ads
- Optimized Google Business Profile

Result:

- Fewer channels
 - More leads
 - Lower stress
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You Don't Need More Tactics

Most businesses don't struggle because they're bad at marketing.

They struggle because they don't have a prioritization system.

We help you decide:

- What to do
- What not to do
- What order to do it in

Free Website & Visibility Audit

Find out:

- What's working
- What's broken
- Top 3 priorities



Contact

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