Digital Marketing Budget by Business Stage

Source: How Much Should a Small Business Actually Spend on Digital Marketing in Australia in 2026?

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> Shows recommended marketing budget allocations and annual spend in AUD based on business stage and growth goals.

Digital Marketing Budget by Business Stage

Business Stage	Revenue Allocation	Typical Annual Spend (AUD)
Established business (stable growth)	7–10% of revenue	$14,000–$50,000
Growth-focused business	10–15% of revenue	$50,000–$150,000
New business (first 1–3 years)	15–20% of revenue	$10,000–$40,000
Highly competitive sector	Up to 20%	Varies significantly

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https://pixelibri.com.au/small-business-spend-digital-marketing-australia/