Monthly Marketing Budget Guide by Spend Level

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

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> Outlines recommended digital marketing channels and expected outcomes for each monthly budget tier in Australia.

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Monthly Budget	Recommended Focus	What to Expect
$500–$1,000	Local SEO + Google Business Profile	Improved local search visibility over 3–6 months
$1,000–$2,500	SEO + basic Google Ads	Local search dominance + immediate paid visibility
$2,500–$5,000	SEO + Google Ads + social media	Multi-channel presence, measurable lead generation
$5,000–$10,000	Full digital strategy across 3–4 channels	Strong competitive positioning in most local markets
$10,000+	Comprehensive digital marketing program	Market leadership potential in competitive sectors

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