EazWorld

GUIDE

Digital Marketing Budget Guide

A simple way to split your marketing money across your website, SEO, Meta ads, Google Ads, TikTok and WhatsApp, in Ghana cedis.

Start with what you can afford to test

There is no correct amount to spend on marketing. Decide a monthly figure you can keep up for at least three months without hurting the business, because most channels need a few months of steady activity before you can judge them.

Then split it with the framework below, track what each channel brings in, and move money towards what works.

> **Tip** The GHS figures in this guide are worked examples to show the arithmetic. They are not market prices or benchmarks: costs vary by industry, season and competition.

Step 1: Get the foundations right

Paid ads send people somewhere. If that place is a slow website or a WhatsApp number nobody answers, the money is wasted. Before spending on ads, make sure you have:

- [ ] A fast, mobile-friendly website or landing page with a clear offer
- [ ] A Google Business Profile that is complete and verified
- [ ] WhatsApp Business set up, with someone responsible for replying
- [ ] A way to know where each customer came from (ask them, or use tracking links)

Step 2: Pick your stage and split the budget

Percentages of your monthly marketing budget. Use them as a starting point and adjust after each month.

Channel	Just starting	Growing	Established
Website upkeep and SEO content	30%	25%	20%
Meta ads (Facebook and Instagram)	30%	25%	25%
Google Ads (Search)	20%	25%	25%
TikTok content (organic, plus boosting best posts)	10%	15%	15%

Channel	Just starting	Growing	Established
WhatsApp marketing (catalogue, broadcasts, status)	10%	5%	5%
Testing something new	0%	5%	10%

- Just starting: you have not run ads before, or not for long.
- Growing: you know which channels bring customers and want more of them.
- Established: steady sales, and you are protecting your position and testing new ideas.

Worked example (illustration only)

A business that is just starting decides it can keep up GHS 3,000 a month:

Channel	Share	Monthly amount
Website upkeep and SEO content	30%	GHS 900
Meta ads	30%	GHS 900
Google Ads	20%	GHS 600
TikTok content	10%	GHS 300
WhatsApp marketing	10%	GHS 300
Total	100%	GHS 3,000

The same split works at any size: multiply your own monthly figure by each percentage.

Step 3: Measure, then move money

Once a month, fill in a simple table for each channel:

Channel	Spent (GHS)	Enquiries	Sales	Cost per sale

- Cost per sale = amount spent ÷ number of sales from that channel.
- Move 10–20% of the budget each month from the weakest channel to the strongest.
- Give a new channel at least two to three months before cutting it.
- Keep a small amount for testing so you keep learning.

Common budget mistakes

- Boosting random posts with no clear goal or audience.
- Spreading a small budget across every platform at once.
- Running ads to a page with no price, no phone number or no WhatsApp link.
- Stopping everything after two weeks because sales did not jump.
- Not counting the cost of content: photos, videos and someone's time.

Want EazWorld to do this for you?

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