# Q1 Marketing Budget Review

Date Created: 27 July 2025

Created At: 21:25

***Director: Jovani Badinga***

Review current marketing spend and reallocate budget for Q1 priorities

## Question 1: Should we increase the social media advertising budget by 20%?

Total Responses: 2

There is agreement on the need to increase social media advertising spend, with a suggestion to start with a 10% increase initially. Additionally, reallocating budget from underperforming display ads is recommended. The team acknowledges the positive performance metrics of social media campaigns, including higher engagement rates and good conversion from Instagram ads.

## Question 2: Which marketing channel is delivering the best ROI currently?

Total Responses: 2

There is a divergence in opinions regarding the best ROI marketing channel. While one opinion favors email marketing as the top performer with a 4.2x ROI and high conversion rates, another perspective highlights Google Ads with a 3.8x ROI and growing search volume for keywords. The team should further analyze the performance data to determine the most effective channel.

## Key Takeaways

* **Takeaway 1:** Consider starting with a 10% increase in social media advertising budget
* **Takeaway 2:** Further analysis needed to determine the marketing channel delivering the best ROI
* **Takeaway 3:** Review and reallocate budget from underperforming display ads