

How much should you spend on marketing as a B2B tech company?

... it depends



10.1%

Average marketing spend as a percentage of company revenue as reported by tech product CMOs.

2022 Gartner CMO Spend and Strategy Survey



8.5%

B2B Product
Sector

10.3%

B2B Services
Sector

12.3%

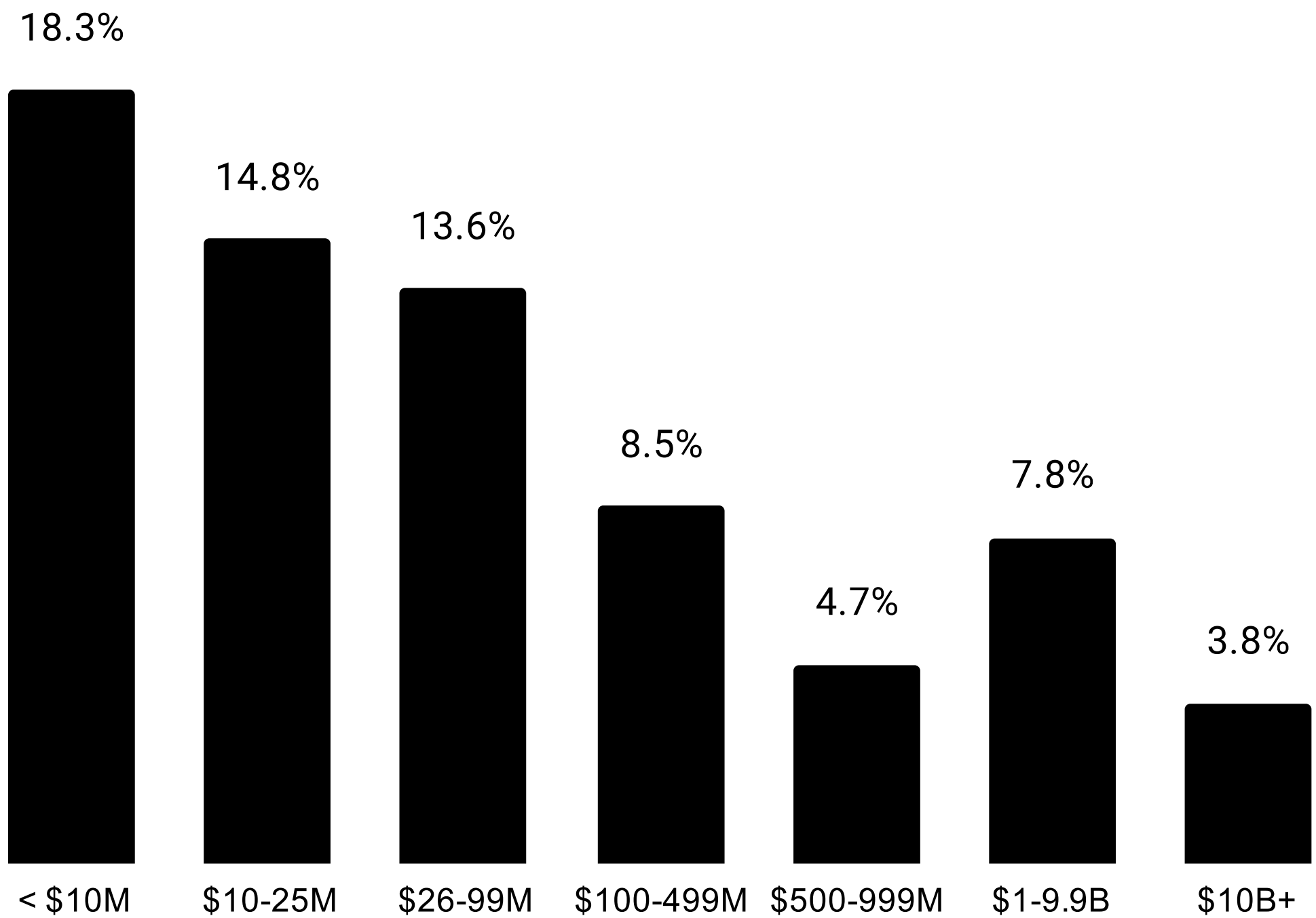
Tech Software
Industry

Average marketing spend as a percentage of company revenue as reported by CMOs in different sectors and industries.

CMO Survey March 2023

Different source





Smaller companies spend more on marketing as a percentage of their total revenue.

CMO Survey March 2023



15-20%

High-growth tech companies often spend a much higher percentage of their revenues in their early growth stages.

They need to establish themselves and stand out from the crowd.





Companies include different marketing-related expenses in these surveys.

20% of reporting companies in the CMO Survey exclude the cost of marketing employees... so under-reporting.



What to include

Marketing staff
Agencies and outside suppliers
Marketing Technology
Online channels
Offline channels
Market insight
Analytics



Your budget will depend on multiple factors

Nature of your business
Competitive marketplace
Product launches
Go-to-market strategy
Customer journey
Growth goals



**... but don't
expect miracles
by spending the
same % of
revenue that
billion dollar
companies
spend**



Budget based on your business objectives and realities

... then track, measure, and adjust
your strategies based on data
and insights.



I help B2B tech founders and
CEOs **drive growth** with
marketing strategy and
execution guidance.

mcclurgmarketing.com

Richard McClurg
Fractional CMO | Marketing Advisor

