

SAMPLE BUDGET 1

Sally Solopreneur

A Realistic Marketing Budget for Practices With 1-2 Therapists

Do you feel too busy to focus on marketing? Are you afraid that if you spend too much money marketing your practice, you won't be able to stay in business? We get it. But if you take control of your marketing budget and invest in the right marketing systems, you CAN bring stability to your practice growth (and maybe even hire that third PT!) Here's a budget for a clinic like yours:

ANNUAL REVENUE:

\$200,000-\$300,000

WEEKLY PATIENT VISITS:

40-75 Patient Visits

NUMBER OF LOCATIONS:

1 Location

YOUR SAMPLE BUDGET: **\$20,000**



MARKETING ITEM	YEARLY COST	MONTHLY COST
New PT Website Setup. Get a brand-new website that brings patients to your door with cutting-edge design and digital tools.	\$2,000.00	
PT Website Team: Invest in a team that optimizes your site monthly for SEO & local reach, call and appointment-booking mechanisms, Google, Yelp, and online review collection, etc. Post monthly blog posts and weekly social media posts.	\$10,188.00	\$849.00
Physician Referral Marketing: Grab lunch with one physician a week OR mail quarterly newsletters to their offices.	\$1,040.00	\$86.67
In-Patient Experience: Welcome patients to your clinic with snazzy, effective business cards, rack referral cards, and new patient welcome packs.	\$500.00	\$41.67
Education: Invest in yourself to learn more about business and marketing. Network with the right people.	\$500.00	\$41.67
Misc.	\$500.00	\$41.67
Total Budget Allocated	\$14,728.00	\$1,227.33
Budget Remaining	\$5,272.00	

EXPECTED ROI: **\$60,000-\$80,000** in Extra Revenue

“We’re a very small practice—a husband and wife team based out of our home. We look forward to our social media launch later today and all of the people we’ll now be able to reach and help move better and feel better thanks to Practice Promotions.”



PAUL WEISS & ANGELA COOK, Cedar Hill PT,
Single-Location, Single-Therapist Practice



Want To Talk To Someone About
Your PT Marketing Budget + Goals?

CALL/TEXT Us at **844-928-0154** or Schedule a
FREE Consult at **PracticePromotions.Net/Consult**

SAMPLE BUDGET 2

Midrange Max

A Growth-Minded Budget for Practices **Looking to Hit \$1 Million**

Are you frustrated with the ups and downs of new patient flow? Do you want a clearer, data-driven strategy for growth? Do you know you need marketing to grow your practice...but aren't sure what works?

We get it. If you take control of your marketing budget and **invest in the right marketing systems**, you CAN bring stability to your practice growth and hit your practice goals. Here's a budget for a clinic like yours:

ANNUAL REVENUE: **\$500,000-\$1,000,000** WEEKLY PATIENT VISITS: **75-400 Visits** NUMBER OF LOCATIONS: **1-2 Locations** NUMBER OF THERAPISTS: **2-4 Therapists**

YOUR SAMPLE BUDGET: **\$60,000**



MARKETING ITEM	YEARLY COST	MONTHLY COST
New PT Website Setup. Get a brand-new website that brings patients to your door with cutting-edge design and digital tools.	\$2,000.00	
PT Website Team: Invest in a team that optimizes your site monthly for SEO & local reach, call and appointment-booking mechanisms, Google, Yelp, and online review collection, etc. Post monthly blog posts and weekly social media posts.	\$10,188.00	\$849.00
Past & Current Patient Marketing: Engage past patients by sending out regular email campaigns and digital patient newsletters.	\$9,000.00	\$750.00
Print Marketing: Reactivate dozens of patients by designing, printing, and mailing monthly newsletters to past & current patients.	\$9,600.00	\$800.00
In-Patient Experience: Welcome new patients with snazzy, effective new business cards, rack referral cards, and new patient welcome packs.	\$750.00	\$62.50
Google Ads PPC Program: Attract more new patients to your PT website with Google Ads.	\$6,000.00	\$500.00
Education: Invest in yourself to learn more about business and marketing. Network with the right people.	\$500.00	\$41.67
Physician Referral Marketing: Grab lunch with one physician a week OR mail quarterly newsletters to their offices.	\$1,040.00	\$86.67
Misc.	\$500.00	\$41.67
Total Budget Allocated	\$39,578.00	\$3,298.17
Budget Remaining	\$20,422.00	\$1,701.83

EXPECTED ROI: **\$120,000-\$240,000** in Extra Revenue

“Our phones were ringing off the hook! We had to stop taking appointments because we were all booked up. How many clinics can say that right now?”



SONIA D., Optimum Physio Therapies,
Single-Location, 5-Therapist Practice



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Multi-Location Mark

A Strategic Marketing Budget to **Help Multi-Location Practices** Crush the Competition

Are some of your clinics busy...while others are drying up? Do you want to see measurable ROI from your marketing? Do you want to add additional locations and build value in your business?

We get it. If you take control of your marketing budget and **invest in the right marketing systems**, you CAN bring stability to your practice growth and hit your practice goals. This sample budget will be your marketing staff's new favorite tool! Here's a budget for a practice like yours:

ANNUAL REVENUE: **\$1,000,000+** WEEKLY PATIENT VISITS: **400+ Visits** NUMBER OF LOCATIONS: **4+ Locations** NUMBER OF THERAPISTS: **8+ Therapists**

YOUR SAMPLE BUDGET: **\$160,000**



MARKETING ITEM	YEARLY COST	MONTHLY COST
Marketing Associate (Full-time): Salary and benefits for a full-time Marketing Associate who will spearhead your marketing efforts! (By the way, if you work with Practice Promotions, we'll work WITH your Marketing Associate. We'll be best friends.)	\$47,000.00	\$3,917.00
New PT Website Setup. Get a brand-new website that brings patients to your door with cutting-edge design and digital tools.	\$2,000.00	
PT Website Team: Invest in a team that optimizes your site monthly for SEO & local reach, call and appointment-booking mechanisms, Google, Yelp, and online review collection, etc. Post monthly blog posts and weekly social media posts.	\$10,188.00	\$849.00
Past & Current Patient Marketing: Engage past patients by sending out regular email campaigns and digital patient newsletters.	\$9,000.00	\$750.00
Print Marketing: Reactivate dozens of patients by designing, printing, and mailing monthly newsletters to past & current patients.	\$36,000.00	\$3,000.00
In-Patient Experience: Welcome new patients with snazzy, effective new business cards, rack referral cards, and new patient welcome packs.	\$1,500.00	\$125.00
Google Ads PPC Program: Attract more new patients to your PT website with Google Ads.	\$12,000.00	\$1,000.00
Education: Invest in yourself to learn more about business and marketing. Network with the right people.	\$1,500.00	\$125.00
Physician Referral Marketing: Grab lunch with one physician a week OR mail quarterly newsletters to their offices.	\$1,040.00	\$86.67
Misc.	\$500.00	\$41.67
Total Budget Allocated	\$120,728.00	\$10,060.67
Budget Remaining	\$39,272.00	\$3,272.67

EXPECTED ROI: **\$480,000-\$640,000** in Extra Revenue

"I've worked in marketing for the PT industry for going on 6 years now. NEVER BEFORE have I actually met with and have been able to strategize with the team that is working on our account. ***I wish that we made the switch years ago.***"



MITCH BELL, *Madden & Gilbert PT,*
A 6-Location Practice



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