



## **StructureM Develops A Marketing Budget Calculator For Contractors**

*September 22, 2021*

Broken Arrow, Oklahoma - September 22, 2021 - PRESSADVANTAGE -

StructureM, a company offering growth services for companies, contractors, and franchises, has created and developed a marketing budget calculator for contractors. Readers can learn about StructureM's services by heading over to its website at <https://www.structurem.com/>.

Contractors are often left to fend for themselves when it comes to marketing their services. Unlike an established business, that allocates resources and time to properly market its offerings, contractors have to be very careful about investing a sizeable chunk of their available time and money to make sure that their message is reaching their target audience. Contractors have to juggle time and resources between improving their services to better serve their customers and marketing their services so that the business sustains and expands.

There are many factors that go into this decision. The first thing to consider is the type of industry that they are in and the marketing channels that yield the most returns on the dollars spent. The next consideration is the overall goal of the company. This involves setting realistic yearly targets given the current size of the company and the potential size of the market that they can hope to capture within a reasonable time frame.

These calculations can be daunting for a contractor that is fully focused on providing high-quality services in their area of expertise and may be lost when it comes to the best way to marketing them.

StructureM's marketing budget calculator solves this problem by helping contractors determine the best marketing budget based on the aforementioned key factors. Interested business owners and contractors can find out more about the company's services and the marketing budget calculator by scheduling a free coaching session by heading over to [https://www.structurem.com/coaching-session-application?utm\\_referrer=https%3A%2F%2Fwww.structurem.com%2F](https://www.structurem.com/coaching-session-application?utm_referrer=https%3A%2F%2Fwww.structurem.com%2F).

A spokesperson for StructureM talks about the need for contractors to allocate a marketing budget by saying, "It is easy to get caught up in delivering a good product so much so that you hardly pay any attention as to how you are going to get eyeballs on your business. There is no point in being able to provide the best possible service in your business if you are not able to find customers to serve in the first place. We know that marketing is not exactly everyone's forte and you are going to need some help to guide you along the way towards building a prosperous and thriving business that has the potential for bigger and better things. In order to achieve that dream, you are going to have to learn the invaluable skill of clearly demarcating your operating budget into categories based on their purpose. You absolutely need to have a clear vision for the future in mind and you have to make sure that you are spending enough money in order to reach those goals. There is always a magic percentage that you can arrive at that neatly balances your need for being able to do your job in the best way possible and the need for the business to grow and attract new customers. Here at StructureM, we are experts in this tight rope walk. We will help you create a budget and marketing plan that takes into account your specific industry by performing a detailed market analysis that will set in motion the changes that you need to implement in order to grow your business. Our marketing budget calculator is the ultimate tool that will transform your business into an enviable enterprise that grows at breakneck speed. So give us a call today or contact us via the contact form on our website to get a personalized version of our marketing budget calculator to evaluate your current and future business needs."

StructureM has helped over 200 business owners and marketing managers over the last 10 years stop wasting time and money on marketing, and instead, increase revenue 15-50% per year. Readers can find out more about the company by heading over to its Facebook page at <https://www.facebook.com/StructureM>.

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For more information about StructureM, contact the company here: StructureMHilary Leal(918) 994-0686 [hilary@structurem.com](mailto:hilary@structurem.com) 2412 W Detroit St Broken Arrow, OK 74012

## StructureM

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