

How Much to Spend on Digital Advertising



For all wondering, "how much should I spend to advertise my firm," the answer is "it depends." It depends on your goal. What are you trying to achieve? It depends on what platform you're using. Where is your target audience? Answer these questions and follow our guide!



REACH & ENGAGEMENT



Facebook: minimum \$100



LinkedIn: minimum \$100

LEAD GENERATION



Facebook: minimum \$250



LinkedIn: minimum \$250

MORE VIDEO VIEWS



YouTube: minimum \$50

SEARCH RESULTS



Google: minimum \$500

Don't Boost! Make sure to use the detailed advertising options when building your ads.