Budget Reframing Grid

Budget Item	Traditional view (Cost)	Reframed View (Impact)	Pipeline/Revenue Influence	Notes/ Actions

Scoring Guidance
High Influence: Direct tie to pipeline/revenue (e.g., MQAs, SQLs, deal acceleration).
Medium Influence: Supports pipeline indirectly (e.g., trust, compliance, positioning).
Low Influence: Hard-to-measure or brand-only investments → require reframing.

Budget Reframing Grid Example

METRIC DRIVEN MARKETING

Budget Item	Traditional view (Cost)	Reframed View (Impact)	Pipeline/Revenue Influence	Notes/ Actions
Paid Media	"$200k in ads"	"Generates 1,000 MQAs / $3M pipeline influence"	High	
Events/Trade Shows	"$150k event spend"	"Customer expansion, 3 deals accelerated"	Medium	
Martech Stack	"$120k tools"	"Enables attribution + consent compliance → avoids fines + improves ROI visibility"	High	
Content Creation	"$80k production"	"Thought leadership → supports category POV, demand capture"	Medium	
Agency Support	"$60k services"	"Extends internal team capacity, speeds GTM sprints"	Medium	

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Instructions for use

Use this grid to reframe marketing budget discussions in terms of **business impact**. Instead of line items ("ads," "events"), show how spend ties directly to **pipeline, revenue, and risk mitigation**.

- Fill in for each major category of spend.

- Include **expected ROI / pipeline influence**.

- Use in budget negotiations and quarterly reviews.

Pro Tip:
Budgets get approved when Finance sees pipeline impact. Always translate costs into business outcomes, not activities.

For more like this you can visit our homepage: www.metricdrivenmarketing.com
or check out the book that inspired this, Pipeline Proven, by scanning this QR code: