

# Marketing and Lead Gen

## How much should I spend on marketing?

As much as you can afford to. Most types of marketing will bring you returns on your investment of 3-10X whatever you spend for that specific strategy if executed correctly. Marketing is the lifeblood of your business, and you need to keep it pumping deals into your pipeline.

Unique solution ID: #1565

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Last update: 2016-05-18 14:14