

# Landscaping Marketing Spend Calculator

Work out how much your landscaping business should spend on marketing to hit its revenue goal, and the most you can pay per lead before the math stops working.

FREE TOOL

LANDSCAPING

PRINT OR FILL ON SCREEN

BUILT BY FERVOR STUDIO

## HOW IT WORKS

### The math behind the number

Set the revenue you want, divide by your average job to get the jobs you need, and divide that by your close rate to get the leads it takes. Your marketing budget is your target percentage of that revenue, and the budget over the leads is the most you can pay per lead before the math stops working. When an agency pitches you landscaping leads, that ceiling is the number that tells you in seconds whether the price works.

## THE DEFAULTS

### Landscaping benchmarks for 2026

The worksheet starts from the sourced figures below, so the first number you see is realistic. You then replace each one with your own.

| BENCHMARK              | TYPICAL VALUE |
|------------------------|---------------|
| Average job value      | \$3,500       |
| Gross margin           | 40%           |
| Net profit margin      | 12%           |
| Median field-tech wage | \$18.5/hr     |
| Payroll burden         | 30%           |
| Billable utilization   | 78%           |

| BENCHMARK              | TYPICAL VALUE |
|------------------------|---------------|
| Billed labour rate     | \$55/hr       |
| Close rate             | 50%           |
| Marketing % of revenue | 6%            |

#### YOUR WORKSHEET

## Fill in your own numbers

Write your figures into the blank column, on paper or on screen. The typical column is only a starting point, so replace it with what your business actually runs.

| INPUT                                                       | YOUR NUMBER | TYPICAL  |
|-------------------------------------------------------------|-------------|----------|
| Monthly revenue goal<br>What you want to bill               |             | \$80,000 |
| Average job value<br>Your blended average                   |             | \$3,500  |
| Close rate %<br>Lead to booked customer                     |             | 50%      |
| Marketing % of revenue<br>A common range is 5 to 10 percent |             | 6%       |

| OUTPUT                  | HOW IT IS BUILT            | YOUR RESULT |
|-------------------------|----------------------------|-------------|
| Recommended budget      | goal x (marketing % / 100) |             |
| Leads needed            | jobs / (close / 100)       |             |
| Max cost per lead       | budget / leads             |             |
| Max cost per booked job | budget / jobs              |             |

#### WORKED EXAMPLE

### A Landscaping example at \$80,000 a month

|                         |              |
|-------------------------|--------------|
| Monthly revenue goal    | \$80,000     |
| Average job value       | \$3,500      |
| Close rate %            | 50%          |
| Marketing % of revenue  | 6%           |
| Recommended budget      | \$4,800      |
| Leads needed            | 46           |
| Max cost per lead       | \$104        |
| Max cost per booked job | <b>\$209</b> |

#### WHERE THE DEFAULTS COME FROM

[U.S. Bureau of Labor Statistics – OEWS, Landscaping and Groundskeeping Workers \(37-3011\)](#)

[BLS Occupational Outlook Handbook – Grounds Maintenance Workers](#)

[O\\*NET OnLine – National Wages, Landscaping and Groundskeeping Workers \(37-3011.00\)](#)

[Level CFO – 2026 Landscape Company Financial Benchmarks \(margins, net profit, close rate, revenue/customer\)](#)

[Aspire – Top Landscaping Industry Statistics 2025 \(net margin, labor % of revenue\)](#)

[Service Autopilot – The Real Cost of Labor for Lawn & Landscaping Businesses in 2026 \(labor burden, utilization\)](#)

[FieldCamp – Landscaping Pricing Guide 2026 \(billable labor rate, job values\)](#)

[Landscape Leadership – How Much Should a Landscaping Business Spend on Marketing](#)

[Hook Agency – What's a Good Closing Rate for Contractors](#)

[NALP – 2025 Financial Benchmark Report \(revenue per customer, contract value growth\)](#)

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