

The 70/30 Paid Media Blueprint

Balancing Demand Capture and Awareness for Growth-Stage Companies

For most mid-market and growth-stage businesses, the 70/30 rule provides the ideal starting point for full-funnel budgeting.



The 70%

Demand Capture

The Goal:

Drive immediate marketing returns by capturing existing market intent.



Fund High-Intent Keywords to Saturation

Maximize conversion rates on the search traffic you are already receiving. Dominating these terms is your primary revenue engine.



Defend Your Branded Terms

Protect your brand name in search results to ensure competitors don't hijack buyers who are looking specifically for you.



Maximize Every Conversion

Focus heavily on optimizing the bottom of your funnel to squeeze the highest possible returns out of your active search traffic.

The 30%

Demand Awareness

The Goal:

Engineer future branded search volume before buyers look for a solution.



Allocate to CTV & OTT Channels

Expose your brand to prospective customers via Connected TV and Over-the-Top streaming before they ever enter a Google search.



Focus on Problem Framing

Teach prospects *why* they need it. When people understand their problem, they are far more likely to search for your solution.



Build Future Search Volume

Use your awareness budget to prime your audience, creating a steady stream of future branded queries down the road.

Full-Funnel Budgeting Requires Nuance

The 70/30 split is a baseline, not a fixed rule. Your market position dictates how you should adjust the slider.

Market Position

Strategy Shift

Budget Adjustment

The Challenger Brand

You are fighting for market share against established household names.

Spend significantly **MORE** on Awareness to build visibility and compete with larger rivals.

The Market Leader

Your brand is already well-known and widely recognized.

Spend **LESS** on Awareness and reallocate funds to aggressive defense and conversion optimization.