

Budget Allocation by Business Stage

Source: [Demand Gen vs Paid Social, Where Google's Visual Inventory Now Fits in the Funnel Angle: Compare Demand Gen, YouTube Shorts, and Meta-style discovery campaigns for modern acquisition.](#) Good for readers choosing budget splits.

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Recommended budget splits across YouTube Shorts, Meta Discovery, and Demand Gen for different business maturity stages.

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Business Stage	YouTube Shorts	Meta Discovery	Demand Gen	Primary Objective
Launch (0-3 months)	50%	30%	20%	Mass awareness
Growth (3-12 months)	30%	45%	25%	Consideration + conversion
Mature (12+ months)	20%	40%	40%	Efficient acquisition
Seasonal promotion	15%	55%	30%	Direct response

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<https://ronnyhossain.com/demand-gen-paid-social-google-visual-inventory-funnel/>