



Marketing Budget Planning Guide for SMEs

2026

Marketing is getting more challenging for SMEs

It's becoming:

More Expensive

-Business costs are rising

More Competitive

-Channels are saturated

Less Predictable

-Buyers take longer to make decisions

With digital costs rising and social media reach declining, you need to be smarter with your marketing.

We have a solution!

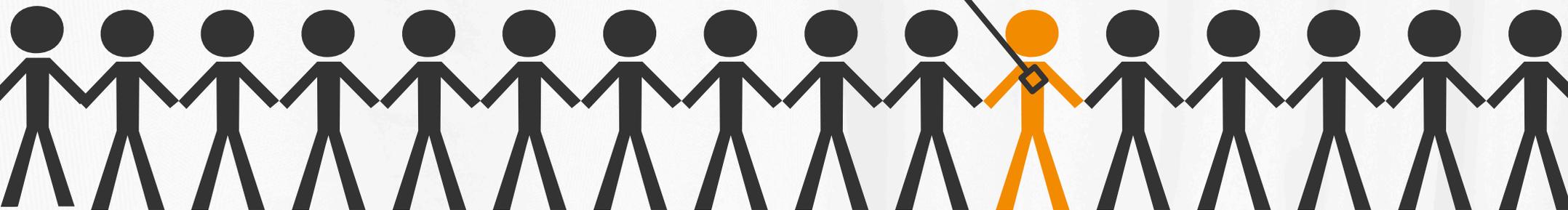
buyeralerts.co.uk

Broad targeting is out → precision marketing is in ←

The businesses that will do well in 2026 are the ones that are not marketing more but marketing with more clarity. Broad targeting works for larger brands, but as an SME, you will only waste your precious marketing budget. To compete with national brands, you must focus on the right customers.

So, which audience should you be targeting?

The Homemover



Smart SMEs allocate budget to homemovers



The homemover...

is entering a reset time and is eager to create the perfect home with a fresh new look

is emotionally charged to spend money

has a higher ROI than non-homemovers

has immediate needs and makes unavoidable purchases – they're not browsing, they're buying

has a budget to renovate, both the current home to get it sold and the new one to make it feel like home

will change their habits – brand loyalty goes out the window during a relocation transition phase

are often willing to stretch budgets to create a space that feels right

There has always been an intrinsic link between moving home and retail spend. You can either sit back and wait for this audience to come to you or be proactive and go after them yourself.

How do you market to the homemover?

Treat the homemover as a distinct audience. They don't act like the rest of the population.

They spend more

They shop across multiple categories

They respond far better when targeting and timing are aligned to the move

They are more than 20 times more likely to buy furniture in the month they move

Their average spend is also around 8.5% higher than that of non-movers

For the SME retailer, there is arguably no other audience that offers the same level of intent and return. You need to show up during this big life event because this is when consumers are switching brands. The advantage the SME has is that people tend to buy local, so when people move into the area, they are open to trying new brands and switching to new ones.

How much is the homemover worth?

If we assume that a mover spends **£1,500** on average

and there were **1.21 million home moves**

in 2025,

movers represent a potential retail opportunity of: **£1.85 billion**

When we include rental moves, this increases to a potential:

£2.6 billion

Timing is key

Those moving home will be looking for inspiration and screenshotting products they like long before they get their keys. Spending on items to make the home liveable like beds and sofas hits a peak on day one or two of the move, flooring on day eleven and soft furnishings peak in the second month after moving.

It's important you market to the homemover at the right time so you get in front of them right when they're considering your product or service.

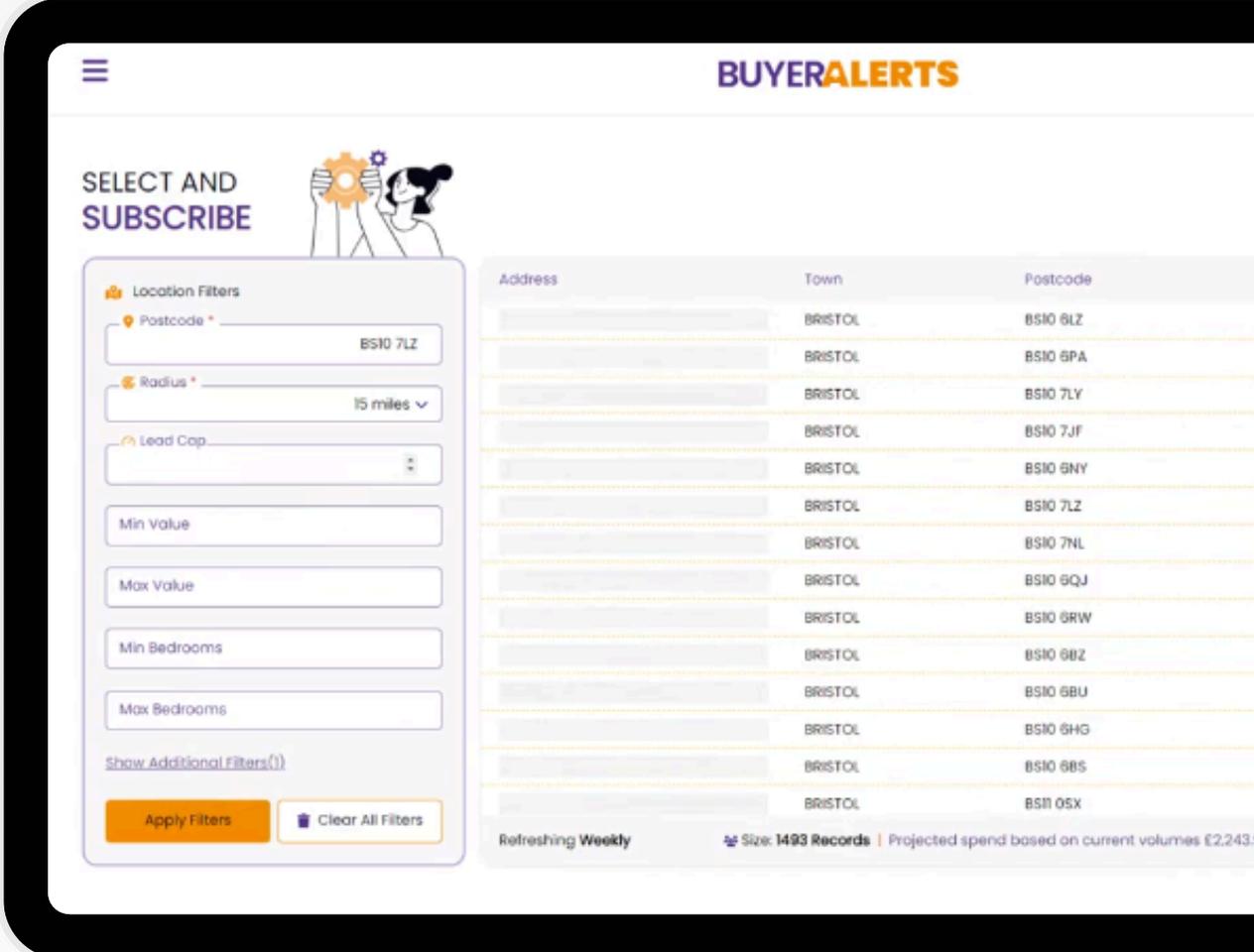
For homemovers, 7.7% of purchases are made in the first week and 23.8% within the first month. The majority of the remaining activity occurs between days 8 and 176.



How do you reach the homemover?

BuyerAlerts is a cost-effective platform that provides homemover leads in your local area. We track the property market so we know exactly when and where people are in the home-moving journey. we also identify the optimal times for different industries to reach out via direct mail.

You can either download the homemover leads directly from BuyerAlerts then carry out your own marketing or use the platform to create and send your own campaigns. BuyerAlerts makes it easy to market to the high-spending homemover audience.



The screenshot displays the BuyerAlerts web interface. At the top right, the logo "BUYERALERTS" is visible. Below it, the heading "SELECT AND SUBSCRIBE" is accompanied by an illustration of a person holding a gear. A filter panel on the left includes the following options:

- Location Filters
- Postcode: BS10 7LZ
- Radius: 15 miles
- Lead Cap: [dropdown menu]
- Min Value: [input field]
- Max Value: [input field]
- Min Bedrooms: [input field]
- Max Bedrooms: [input field]
- Show Additional Filters(1)
- Buttons: Apply Filters, Clear All Filters

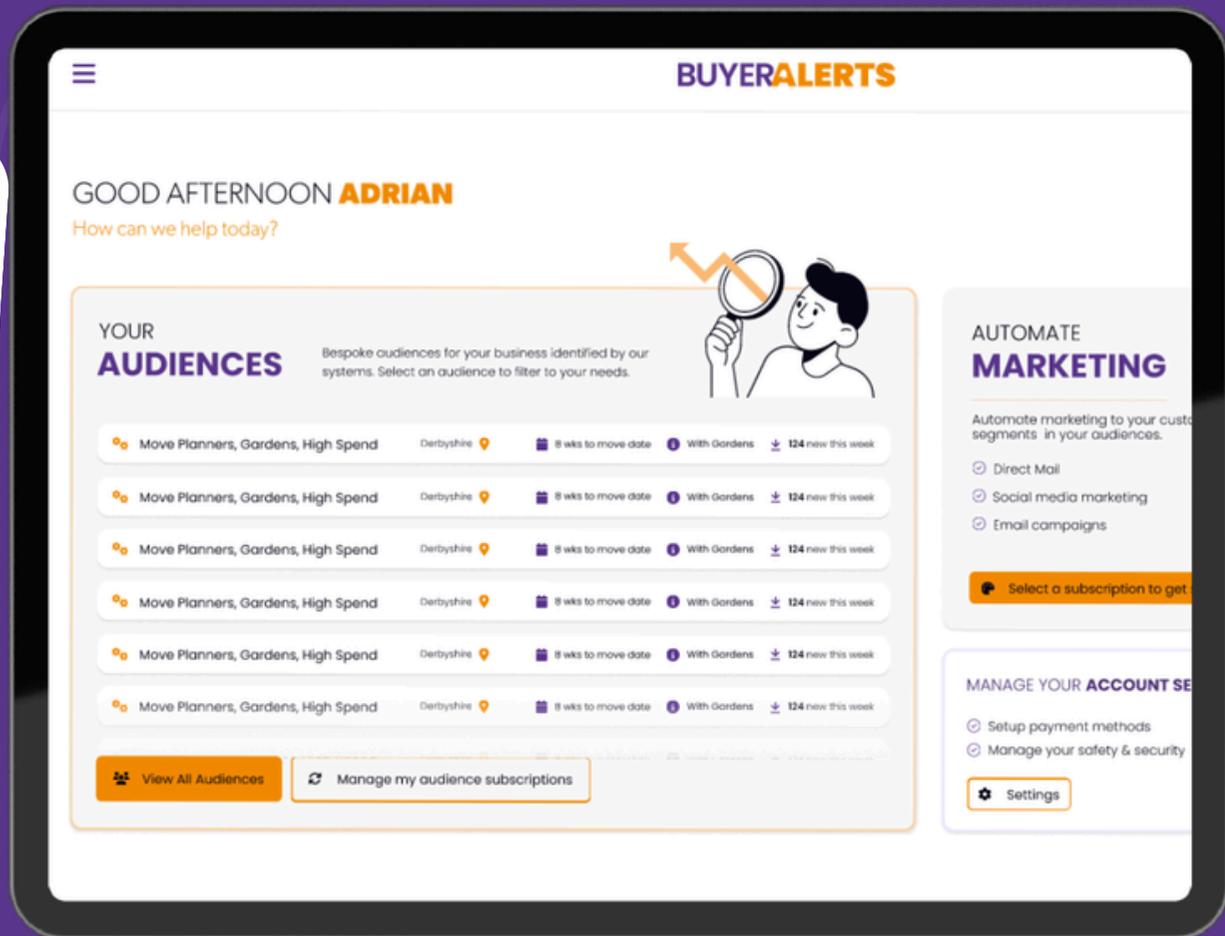
To the right of the filter panel is a table of leads with the following columns: Address, Town, and Postcode. The table contains 12 rows of data, all with "BRISTOL" in the Town column and various postcodes in the Postcode column. At the bottom of the table, it indicates "Refreshing Weekly" and "Size: 1493 Records | Projected spend based on current volumes £2,243."

Address	Town	Postcode
[redacted]	BRISTOL	BS10 6LZ
[redacted]	BRISTOL	BS10 6PA
[redacted]	BRISTOL	BS10 7LY
[redacted]	BRISTOL	BS10 7JF
[redacted]	BRISTOL	BS10 6NY
[redacted]	BRISTOL	BS10 7LZ
[redacted]	BRISTOL	BS10 7NL
[redacted]	BRISTOL	BS10 6QJ
[redacted]	BRISTOL	BS10 6RW
[redacted]	BRISTOL	BS10 6BZ
[redacted]	BRISTOL	BS10 6BU
[redacted]	BRISTOL	BS10 6HG
[redacted]	BRISTOL	BS10 6BS
[redacted]	BRISTOL	BS10 05X

BUYER ALERTS

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**SME
RETAILERS**



Discover ready-to-purchase
customers in your area with
BuyerAlerts!

buyeralerts.co.uk

**Interested in
finding out more?**

Get in touch:



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