

# COSMarketing Agency Highlights 2026 Data Showing Small Businesses Losing Up to 40% of Marketing Budgets

*Lead quality remains one of the biggest challenges for small businesses in 2026.*

ORLANDO, FL, UNITED STATES, March 6, 2026 /EINPresswire.com/ -- New 2026 data shows that small businesses across the country are wasting up to 40 cents of every marketing dollar on bad leads, such as people who never planned to buy in the first place. This problem is showing up in dozens of industries, from home services to retail to healthcare, and it is getting worse. The first quarter of the year (Q1) is the time most businesses review spending and results.

A low-quality lead is someone who reaches out but has no plan to buy. This includes people who need a service the business doesn't offer, callers from cities or states outside the service area, shoppers who only want the cheapest option, spam or bot form submissions, and customers who expect things the business doesn't do.

Online advertising changes fast. [More businesses compete for the same Google searches](#), which drives up ad

costs. At the same time, many small business owners are using outdated SEO and ad strategies and have Google Business Profiles that are incomplete or out of date. Ads that target the wrong



keywords reach the wrong people, while recent changes to how AI shapes search results impact everything.

Every bad lead costs more than just an ad click. It costs time, labor hours, and pulls attention away from real customers. That adds up fast. A business spending \$3,000 a month on marketing could be wasting \$1,200 of that on these mistakes.

“Most business owners don’t realize how much money they’re losing to low-quality leads until they take a closer look at their data.” Says Katrina Tecidor, CEO of COSMarketing Agency. “In 2026, the businesses that win will be the ones who focus on smarter targeting, stronger SEO, and clearer messaging.”

Fortunately, lead quality can be fixed.

[Businesses can update SEO](#) to match how people search in 2026. They can make sure their Google Business Profile is accurate and filled with the right keywords. Their ads need to target the specific services they offer. Content on their website can explain what they do and who they serve. And every month, owners should review their call logs and form submissions to spot patterns and cut what is not working.

Lead quality remains one of the biggest challenges for small businesses in 2026. Companies that act now can save money, gain customers, and grow faster. To learn more, [visit <https://cosmarketingagency.com>](#) or contact [COSMarketingAgency@gmail.com](mailto:COSMarketingAgency@gmail.com) directly to get a FREE consultation.

Katrina Tecidor  
COSMarketing Agency  
+1 407-334-9378

[email us here](#)

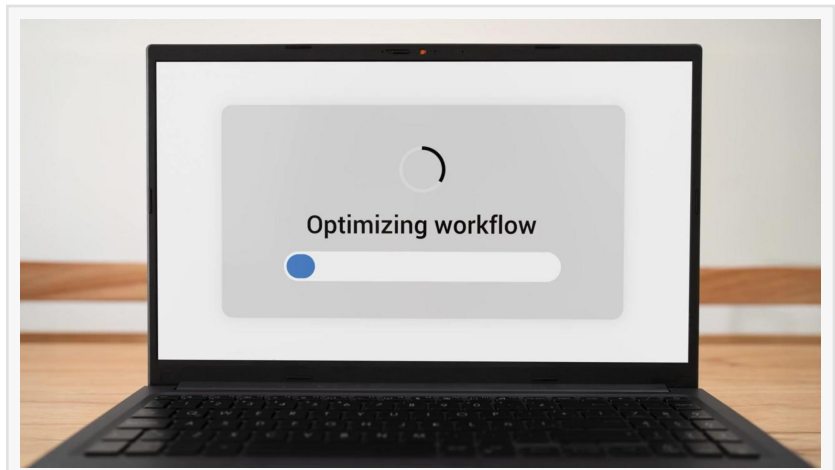
Visit us on social media:

[LinkedIn](#)

[Bluesky](#)

[Instagram](#)

[Facebook](#)



YouTube

TikTok

X

---

This press release can be viewed online at: <https://www.einpresswire.com/article/897300507>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.