

Marketing and Promotion Budget Planner

Project/Campaign Name

Period

e.g. Q3 2024

Budget Allocation Table

Category	Description	Estimated Cost (\$)	Actual Cost (\$)
Advertising	Online, print, radio, TV ads	<input type="text"/>	<input type="text"/>
Digital Marketing	Social media, email, PPC, SEO	<input type="text"/>	<input type="text"/>
Events & Exhibitions	Trade shows, launch events	<input type="text"/>	<input type="text"/>
Public Relations	Press releases, media coverage	<input type="text"/>	<input type="text"/>
Creative & Design	Graphics, video, content production	<input type="text"/>	<input type="text"/>
Promotional Materials	Flyers, banners, giveaways	<input type="text"/>	<input type="text"/>
Other	Specify <input type="text"/>	<input type="text"/>	<input type="text"/>
Total		<input type="text"/>	<input type="text"/>

Important Notes

- Ensure estimated costs are as accurate as possible to avoid overspending.
- Track actual expenses regularly and update the planner accordingly.
- Allocate budget based on marketing goals and expected return on investment.
- Include a contingency amount for unforeseen promotional needs.
- Review and analyze the effectiveness of each category after campaign completion.