

# 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        | <div></div>         | <div></div>      |
| Digital Marketing     | Social media, email, PPC, SEO       | <div></div>         | <div></div>      |
| Events & Exhibitions  | Trade shows, launch events          | <div></div>         | <div></div>      |
| Public Relations      | Press releases, media coverage      | <div></div>         | <div></div>      |
| Creative & Design     | Graphics, video, content production | <div></div>         | <div></div>      |
| Promotional Materials | Flyers, banners, giveaways          | <div></div>         | <div></div>      |
| Other                 | <div>Specify</div>                  | <div></div>         | <div></div>      |
| Total                 |                                     | <div></div>         | <div></div>      |

## 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.