

Digital Marketing Campaign Budget Spreadsheet

Campaign Overview

Campaign Name	Q3 Product Launch 2024	Period	July - September 2024
Target Audience	Tech Enthusiasts, Ages 18-35		
Objective	Drive website traffic and conversions		

Budget Allocation

Channel	Planned Spend	Actual Spend	Variance	Notes
Social Media Ads	\$5,000	\$4,800	-\$200	Facebook, Instagram
Search Engine Marketing	\$6,000	\$6,500	+\$500	Google Ads
Email Marketing	\$2,000	\$1,900	-\$100	Monthly newsletters
Content Creation	\$3,000	\$2,750	-\$250	Videos & blogs
Influencer Partnerships	\$4,000	\$4,000	\$0	2 influencers per month
Total	\$20,000	\$19,950	-\$50	

Additional Expenses

Item	Budgeted	Spent	Notes
Design Tools Subscription	\$300	\$300	Canva Pro
Stock Images/Videos	\$200	\$150	

Important Notes

- Update this budget regularly as actual spend figures become available.
- Monitor channel performance to optimize campaign allocation based on ROI.
- Ensure all expenses are properly documented for transparency.
- Variance highlights areas where budget discipline or flexibility may be needed.
- Collaboration across teams ensures accuracy and relevance of the data.