

Monthly Campaign Budget Allocation

Month: June 2024

Prepared by: Marketing Team

Date Prepared: June 5, 2024

Campaign Allocation Details

Channel / Campaign Name	Objective	Allocated Budget (USD)	Expected Outcome	Owner
Social Media Ads	Brand Awareness	5,000	+20% Impressions MoM	A. Rivera
Email Marketing	Lead Generation	2,500	1,500 New Leads	C. Smith
Search Engine Ads	Website Traffic	3,500	15,000 Clicks	J. Wang
Influencer Partnerships	Product Launch	2,000	Reach 100,000 Audience	M. Lee
Content Production	Support Campaigns	1,000	4 Campaign Videos	K. Patel

Total Budget Summary

Total Allocated: \$14,000

Contingency Reserve: \$1,000

Grand Total: \$15,000

Important Notes

- All budget allocations are subject to approval and may be revised based on campaign performance.
- Keep supporting documentation and invoices for all spendings.
- Regularly monitor campaign outcomes against expectations for timely optimization.
- Any unused budget should be reported and justified.
- This document serves as an official reference for the monthly marketing spend plan.