

Multi-channel Campaign Budget Breakdown

Campaign Name: Q3 Product Launch
Start Date: 2024-07-01
End Date: 2024-09-30
Prepared by: Marketing Department

Budget Allocation by Channel

Channel	Activity	Estimated Cost (USD)	Notes
Social Media	Sponsored Posts, Influencer Marketing	8,000	Focus on Instagram & Facebook
Email Marketing	Monthly Newsletter, Automated Drip Campaigns	1,500	Platform subscription included
Search Engine Ads	Google Ads (Search & Display)	6,000	Includes remarketing
Content Marketing	Blog Articles, SEO Copywriting	2,500	Outsourced writers
PR & Media	Press Releases, Media Outreach	3,000	Distribution fees included
Events	Online Launch Webinar	2,000	Tools and platform subscription
Total Estimated Budget		23,000	

Important Notes

- Budget estimates may vary during campaign execution based on real-time performance and optimization.
- This breakdown enables transparency across all marketing channels and activities.
- Each channel’s ROI should be monitored regularly and resources reallocated if necessary.
- All allocations should be approved by the finance department before commitments are made.
- Regular reporting is essential to track spend against budget and outcomes.