

Product Launch Campaign Budget Template

PROJECT OVERVIEW

Product Name	Example Product X	Launch Date	2024-10-01
Campaign Manager	Jane Doe	Budget Version	v1.0

BUDGET BREAKDOWN

Category	Description	Estimated Cost (\$)	Actual Cost (\$)
Market Research	Surveys, focus groups	2,000	
Branding & Design	Logo, packaging, visuals	3,500	
Digital Marketing	Social ads, email, influencers	6,000	
PR & Events	Press release, launch event	4,000	
Content Production	Videos, blog posts, materials	2,500	
Miscellaneous	Unexpected expenses	1,000	
Total		19,000	

KEY CONTACTS

Role	Name	Contact
Marketing Lead	Jane Doe	jane@email.com
Design Lead	John Smith	john@email.com
PR Coordinator	Sara Lee	sara@email.com

IMPORTANT NOTES

- All costs are estimates and can be adjusted as needed upon final invoicing.
- Actual costs should be updated throughout the campaign for accurate tracking.
- Ensure regular communication with vendors and team members regarding any changes to the budget.
- Maintain documentation for all expenses for audit and reporting purposes.
- Review and approve expenses above the allocated budget with relevant stakeholders.