

Social Media Advertising Budget Document

1. Campaign Overview

Campaign Name	[Enter campaign name]
Campaign Period	[Start Date] – [End Date]
Target Audience	[Describe target audience demographics]
Objectives	[List key objectives]

2. Platform Budget Allocation

Platform	Estimated Reach	Allocated Budget (\$)	Notes
Facebook	[Estimated Reach]	[Amount]	[Notes]
Instagram	[Estimated Reach]	[Amount]	[Notes]
LinkedIn	[Estimated Reach]	[Amount]	[Notes]
Twitter	[Estimated Reach]	[Amount]	[Notes]
Other	[Estimated Reach]	[Amount]	[Notes]
Total		[Total Budget]	

3. Detailed Expense Breakdown

Item	Estimated Cost (\$)	Details
Media Spend	[Amount]	Costs directly for advertisements
Creative Development	[Amount]	Design & content production
Management Fees	[Amount]	Agency or freelance management
Monitoring & Reporting	[Amount]	Tools & analytics
Contingency	[Amount]	Buffer for unforeseen costs
Total		[Total Budget]

4. Approval

Prepared by	[Name]	Date	[Date]
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Approved by

[Name]

Date

[Date]

Important Notes:

- All estimated costs should be validated before final approval.
- Budget allocations should align with overall marketing goals and KPIs.
- Regular monitoring of spend is essential to avoid overspending.
- Document should be reviewed and updated as campaign progresses.
- Include a contingency buffer for unforeseen expenses.