

Marketing and Advertising Budget Document

1. Overview

This document outlines the estimated marketing and advertising expenditures for the fiscal year 2024. It highlights the key activities, projected costs, and allocation of the total budget to diverse marketing channels.

2. Budget Breakdown

| Category | Description | Estimated Cost (USD) |
|------------------------|--|----------------------|
| Digital Advertising | Google Ads, Facebook/Instagram Ads, LinkedIn Campaigns | 25,000 |
| Content Marketing | Blog articles, video production, infographics | 8,000 |
| SEO & SEM | Consulting, tools, reports | 4,000 |
| Email Marketing | Mailing tools, campaign design, automation | 3,000 |
| Events & Sponsorships | Trade shows, seminars, company events | 10,000 |
| Print Advertising | Magazine ads, flyers, brochures | 5,000 |
| Public Relations | Press releases, media outreach | 2,000 |
| Other | Contingencies, miscellaneous expenses | 3,000 |
| Total Estimated Budget | | 60,000 |

3. Timeline

| Quarter | Main Activities | Budget Allocation (USD) |
|---------|---|-------------------------|
| Q1 | Digital and Content Launch, SEO Setup | 15,000 |
| Q2 | Events, Email Marketing, Public Relations | 15,000 |
| Q3 | Ad Campaign Push, Content Production | 18,000 |
| Q4 | Review, Adjustments, Print Advertising | 12,000 |

4. Approval

| Name | Role | Date | Signature |
|------------|-------------------|------------|-----------|
| Jane Doe | Marketing Manager | 2024-06-17 | |
| John Smith | Finance Director | 2024-06-18 | |

Important Notes

- Budgets should be reviewed and adjusted quarterly to reflect changing market conditions and campaign effectiveness.
- All expenditures must be documented and approved before initiation.
- Keeping detailed records helps evaluate ROI on different marketing channels.
- This document should be aligned with the organization's overall business objectives.