

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.