

# MARKETING BUDGET PLAN



Half the battle of running a profitable business is keeping your expenses down. To help you out, here is a template to help you plan your marketing budget.

## PROJECTED SUBTOTAL TO DATE:

CAMPAIGN TYPE	PROJECTED COST	PROJECTED SUBTOTAL	COMMENTS
<b>National Marketing</b> <ul style="list-style-type: none"><li>Banner Ads</li></ul>			
<b>Local Marketing</b> <ul style="list-style-type: none"><li>Newspaper</li><li>In-Store Marketing</li><li>POP</li></ul>			
<b>Public Relations</b> <ul style="list-style-type: none"><li>Public Events</li><li>Sponsorships</li><li>Press Releases</li><li>Webinars</li><li>Conferences</li><li>Client Events</li></ul>			

**NEED HELP MAKING SENSE OF IT ALL?**

Speaking to a human can help - give us a call

**0330 1247 305**

CAMPAiGN TYPE	PROJECTED COST	PROJECTED SUBTOTAL	COMMENTS
<b>Content Marketing</b> <ul style="list-style-type: none"><li>Sponsored Content</li><li>Landing Page</li><li>White Papers / ebooks</li></ul>			
<b>Social Media</b> <ul style="list-style-type: none"><li>Twitter</li><li>Facebook</li><li>Pinterest</li><li>Instagram</li><li>Google+</li><li>LinkedIn</li></ul>			
<b>Online</b> <ul style="list-style-type: none"><li>Blog</li><li>Website</li><li>Mobile App</li><li>Mobile Alerts</li><li>Email Newsletter</li></ul>			
<b>Advertising</b> <ul style="list-style-type: none"><li>Online</li><li>Print</li><li>Outdoor</li><li>Radio</li><li>Television</li></ul>			

CAMPAIGN TYPE	PROJECTED COST	PROJECTED SUBTOTAL	COMMENTS
<b>Web</b> <ul style="list-style-type: none"><li>Development</li><li>Pay-Per-Click Marketing</li><li>SEO</li></ul>			
<b>Market Research</b> <ul style="list-style-type: none"><li>Surveys</li><li>Impact Studies</li></ul>			
<b>Sales Campaigns</b> <ul style="list-style-type: none"><li>Campaign A</li><li>Campaign B</li><li>Campaign C</li><li>Campaign D</li><li>Campaign E</li></ul>			
<b>Other</b> <ul style="list-style-type: none"><li>Premiums</li><li>Corporate Branding</li><li>Business Cards</li><li>Signage</li></ul>			

LET’S TALK

Not sure if this affects your business? Speak to one of our amazing advisers on 0330 1247 305