

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

CAMPAIGN TYPE	PROJECTED COST	PROJECTED SUBTOTAL	COMMENTS
<p><b>Web</b></p> <ul style="list-style-type: none"> <li>• Development</li> <li>• Pay-Per-Click Marketing</li> <li>• SEO</li> </ul>			
<p><b>Market Research</b></p> <ul style="list-style-type: none"> <li>• Surveys</li> <li>• Impact Studies</li> </ul>			 <p><b>LET'S TALK</b>            Not sure if this affects your business? Speak to one of our amazing advisers on <b>0330 1247 305</b></p>
<p><b>Sales Campaigns</b></p> <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>			
<p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Premiums</li> <li>• Corporate Branding</li> <li>• Business Cards</li> <li>• Signage</li> </ul>			