

MARKETING BUDGET

Date:

[Add your company/project name]

Total Estimated Budget \$

	MARKETING ITEM/ACTIVITY	QTY	ESTIMATED COST PER ITEM	SUBTOTALS (ESTIMATED BUDGET)	
	Market Research			Market Research Subtotal	\$ -
	Surveys			\$	-
	Competitor analysis			\$	-
				\$	-
				\$	-
				\$	-
	Technology and Tools			Tools & Technology Subtotal	\$ -
	Website development			\$	-
	Software			\$	-
				\$	-
				\$	-
				\$	-
	Advertisements			Advertisements Subtotal	\$ -
	Online			\$	-
	Social Media			\$	-
	Print			\$	-
				\$	-
				\$	-
	Digital Marketing Services			Digital Marketing Subtotal	\$ -
	Pay-per-click (PPC)			\$	-
	Email campaigns			\$	-
				\$	-
				\$	-
				\$	-
	Content Creation			Content Creation Subtotal	\$ -
	Website			\$	-
	Blog posts			\$	-
	Images			\$	-
	Social media			\$	-
				\$	-
	Printed Assets			Printing Subtotal	\$ -
	Business cards			\$	-
	Brochures			\$	-
				\$	-
				\$	-
				\$	-
	Public Relations			PR Subtotal	\$ -
	Media events			\$	-
	Press releases			\$	-
	Brand partnerships			\$	-
				\$	-
				\$	-
	Events			Events Subtotal	\$ -
	Trade Shows			\$	-
	Conferences			\$	-
	Sponsorship			\$	-
				\$	-
				\$	-
	Personnel			Labour Subtotal	\$ -
	Staff wages			\$	-
	Freelancer/contract labour			\$	-
	Agency fees			\$	-
				\$	-
				\$	-
	Other marketing costs			Miscellaneous Subtotal	\$ -
				\$	-
				\$	-
				\$	-
				\$	-
				\$	-