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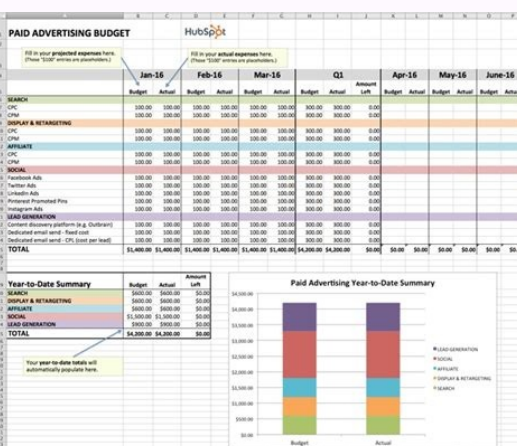
Category	December		Total/YTD		Variance
	Budget	Actual	Budget	Actual	
<b>Brand &amp; PR</b>	<b>87,967</b>	-	<b>902,600</b>	<b>64,101</b>	<b>838,499</b>
Brand	20,000	-	87,000	300	86,700
PR	20,000	-	240,000	12,600	227,400
Events	41,667	-	500,000	50,000	450,000
Swag	300	-	3,600	397	3,203
Content	6,000	-	72,000	804	71,196
<b>Digital</b>	<b>7,500</b>	-	<b>76,500</b>	<b>38,130</b>	<b>38,370</b>
Digital Media/Advertising	2,500	-	16,500	2,630	13,870
Channel Strategy	-	-	-	30,000	(30,000)
SEO	5,000	-	60,000	5,500	54,500
<b>Verticals</b>	<b>8,333</b>	-	<b>35,800</b>	<b>3,425</b>	<b>32,375</b>
Healthcare	8,333	-	35,800	3,425	32,375
<b>Sales Support</b>	<b>2,000</b>	-	<b>24,000</b>	<b>18,150</b>	<b>5,850</b>
<b>Marketing Tools</b>	<b>4,583</b>	-	<b>55,000</b>	<b>1,500</b>	<b>53,500</b>
Culture	10	-	120	-	120
Other	2,500	-	30,000	274	29,726
<b>TOTAL</b>	<b>\$ 112,893</b>	<b>\$ -</b>	<b>\$ 1,124,020</b>	<b>\$ 125,579</b>	<b>998,441</b>

**\$ 998,441 UNALLOCATED BUDGET**

**QUARTERLY MARKETING BUDGET**

Category	Q1		Q2		Q3		Q4	
	Total Expenses	% of Total	Total Expenses	% of Total	Total Expenses	% of Total	Total Expenses	% of Total
<b>National Marketing</b>	\$ 300.00	2%	\$ 300.00	1%	\$ 300.00	2%	\$ 400.00	2%
Brand Ad	\$ 300.00	100%	\$ 300.00	100%	\$ 300.00	100%	\$ 400.00	100%
	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
<b>Local Marketing</b>	\$ 1,800.00	4%	\$ 1,800.00	7%	\$ 1,800.00	4%	\$ 1,800.00	4%
Newsletters	\$ 400.00	40%	\$ 400.00	40%	\$ 400.00	40%	\$ 400.00	40%
In-store marketing	\$ 400.00	27%	\$ 400.00	27%	\$ 400.00	27%	\$ 400.00	27%
POP	\$ 800.00	38%	\$ 800.00	38%	\$ 800.00	38%	\$ 800.00	38%
	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
<b>Public Relations</b>	\$ 1,800.00	8%	\$ 1,800.00	8%	\$ 1,800.00	8%	\$ 1,800.00	7%
Public Events	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
Sponsorships	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
Press Releases	\$ 1,800.00	100%	\$ 1,800.00	100%	\$ 1,800.00	100%	\$ 1,800.00	100%
Presskits	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
Conferences	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
Client Events	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
<b>Content Marketing</b>	\$ 1,200.00	8%	\$ 1,200.00	8%	\$ 1,200.00	8%	\$ 1,200.00	8%
Sponsored Content	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
Landing Page	\$ 1,200.00	100%	\$ 1,200.00	100%	\$ 1,200.00	100%	\$ 1,200.00	100%
White Papers / eBooks	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
<b>Social Media</b>	\$ 400.00	3%	\$ 400.00	2%	\$ 400.00	3%	\$ 400.00	2%
Twitter	\$ 100.00	17%	\$ 100.00	17%	\$ 100.00	17%	\$ 100.00	17%
Facebook	\$ 100.00	17%	\$ 100.00	17%	\$ 100.00	17%	\$ 100.00	17%
Pinterest	\$ 100.00	17%	\$ 100.00	17%	\$ 100.00	17%	\$ 100.00	17%
Instagram	\$ 100.00	17%	\$ 100.00	17%	\$ 100.00	17%	\$ 100.00	17%
Google+	\$ 100.00	17%	\$ 100.00	17%	\$ 100.00	17%	\$ 100.00	17%
LinkedIn	\$ 100.00	17%	\$ 100.00	17%	\$ 100.00	17%	\$ 100.00	17%
<b>Online</b>	\$ 800.00	2%	\$ 800.00	2%	\$ 800.00	2%	\$ 800.00	2%
Blog	\$ 400.00	100%	\$ 400.00	100%	\$ 400.00	100%	\$ 400.00	100%
Webinars	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
Mobile App	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
Mobile Ads	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
Email Newsletter	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
<b>TOTALS</b>	<b>\$ 23,885.00</b>	<b>100%</b>	<b>\$ 23,885.00</b>	<b>100%</b>	<b>\$ 23,885.00</b>	<b>100%</b>	<b>\$ 23,460.00</b>	<b>100%</b>

Category	Q1	Q2	Q3	Q4	Annual
Personnel	10000	10000	10000	10000	40000
Salaries	8000	8000	8000	8000	32000
Benefits	2000	2000	2000	2000	8000
Commissions & Bonuses	1000	1000	1000	1000	4000
Recruitment	500	500	500	500	2000
Expenses	15000	15000	15000	15000	60000
Travel	12000	12000	12000	12000	48000
Motoring	3000	3000	3000	3000	12000



**EXPENDITURE CATEGORIES**

	Current	% change.	Seasonal Expenditure
	Annual Expenditure	Pos./Neg.	Pattern
<b>PERSONNEL</b>			
Salaries, wages	\$135,000	10%	1
Benefits	\$8,000	10%	1
Commissions & Bonuses	\$7,500	10%	3
Recruitment	\$3,000	0%	5
Expenses	\$15,000	5%	6
Travel	\$12,000	10%	1
Motoring	\$6,000	0%	1
<b>OFFLINE MARKETING</b>			
Public Relations	\$24,000	0%	1
Print Advertising	\$2,000	0%	2
Tradeshows	\$1,500	0%	2
Seminars/events	\$1,000	0%	5
Telemarketing Fees	\$2,400	0%	1
<b>ONLINE MARKETING</b>			
Website development/redesign	\$2,400	0%	2
SEO	\$3,600	0%	1
PPC Advertising	\$6,000	0%	1
Webinars	\$1,200	0%	2
eMail Marketing	\$3,000	25%	3
<b>OVERHEAD &amp; ADMINISTRATION</b>			
PCs & Office Equipment	\$1,800	0%	1
Telephone Charges	\$5,000	10%	3
Postage	\$500	0%	2
Office charges	\$10,000	20%	1

**TOTAL EXPENDITURE**

Tracking monthly expenses in a budget spreadsheet or template can make managing your money a little easier. The five budgeting tools below are among our favorites. Wherever you find a budget spreadsheet or template, be careful when downloading it. Checking online reviews and downloading budget templates from only websites you trust will help you avoid phishing viruses. How it works: The Federal Trade Commission offers a website to educate consumers about money, including how to budget. To get started, consult its "Make a Budget" worksheet. Download the PDF and fill in the fields to see whether you're making more than you spend or spending more than you make. What we like: Numbers and formulas can make budgeting a turnoff, but this simple worksheet is the furthest thing from intimidating. It's a great jumping-off point if you've never budgeted before. Where to get it: On Consumer.gov, download the PDF from the "Toolbox" tab. How it works: Use this online form to input your monthly income and expenses. With that information, the worksheet shows how your finances compare with the 50/30/20 budget breakdown, which recommends that 50% of your income goes toward needs, 30% toward wants and 20% toward savings and debt repayment. You can also download these worksheets in Excel. What we like: This thorough worksheet prompts you to consider a wide range of expenses — from life insurance premiums to travel expenses to credit card payments — so you don't miss anything. You can also see worksheets specific to your situation, whether you're a college student, parent, homeowner, senior or none of those. Where to get it: Find it on NerdWallet, of course; budget worksheet. How it works: Maintaining a spreadsheet requires discipline, and creating a spreadsheet from scratch takes time. Save yourself the hassle of setting up rows, columns and formulas by using a pre-made Excel template from Office. Templates include a household expense budget, holiday budget planner and event budget. What we like: There's a template for just about every budget situation, from simple to complex. Access Excel online and collaborate with others in the same document at the same time. Where to get it: Visit templates.office.com and click "Budgets" to find an Excel file to download. Or sign in to Microsoft and edit in your desktop browser. How it works: Google Drive is a file storage service where users can create, upload and share files. Get 15GB of storage for free or upgrade if that's not enough. The Sheets app for Drive includes pre-made templates, such as an annual budget and monthly budget. What we like: You can bring your budget with you by logging in to your Google Drive account from your smartphone, tablet or computer. You can also share access to a household budget with other members of your family. Where to get it: Sign in at google.com/sheets, then browse the template gallery. Before you build a budget, NerdWallet breaks down your spending and shows you ways to save. How it works: In addition to Mint's well-known app, the money manager offers budget templates, too. Choose your desired budget, then use the pre-made format to guide your categorization of spending. What we like: There are demographic-specific options that fit a variety of life stages. Students will benefit from the college template, while parents of young kids will appreciate the day care template. Where to get it: Download an Excel file from Mint. Researching budget spreadsheets and templates is already a solid start in managing your money. If the tools above aren't a good fit, you've got other options: Try an app that tracks and categorizes your spending. Check out the best budget apps for 2021. For an idea of how much of your monthly income to spend it, try our budget calculator. Want to go offline, read one of these expert-recommended budgeting books. Want newly knowledge that's personalized to your money? Bring all your money into one view, and get tailored insights to make the most of it. Learn more. A budget is a crucial part of any marketing plan. It gives a clear overview of all the costs associated with carrying out your marketing activities, including advertising, online content, branding, public relations, staffing costs and more. Creating a marketing budget can help you stick to your plan and avoid unanticipated costs, reducing the possibility of overspending. Since a marketing budget reduces risk and provides a financial road map, it's a useful tool for both large and small businesses. It also allows you to determine the return on investment for different aspects of your marketing plan. Accurately estimating expenses is vital for the success of your marketing goals, but you can measure your success by comparing actual expenditures against your projected costs. Your marketing budget then becomes an important reference for adjusting your plan over time as well as for creating future plans. As you create your marketing budget, there are some clear advantages to using a template: prepared formatting and formulas, customizable features, organization and efficiency. All of the templates below are in Microsoft Excel format and are free to download. You'll find comprehensive marketing budget templates for creating a detailed plan, with monthly, quarterly and annual views, as well as budget templates for specific marketing campaigns such as social media, website design, event planning and product marketing. We've also provided marketing budget templates in Smartsheet, a real-time work execution platform that makes marketing budget tracking easier and more collaborative than Excel. Download Marketing Budget Plan Template Excel | Smartsheet This marketing budget plan template shows itemized categories, an estimated cost for each item, subtotals for each category, and a grand total. The simple layout is easy to read, and there is room for additional notes beside each category. This template is designed to let you organize all of your expenses into a single budget plan. Use it for annual planning or a marketing campaign of any length. Download Annual Marketing Budget Template Excel | Smartsheet This annual marketing budget template offers a simple layout with columns for monthly, quarterly and yearly costs. The template includes categories for market research, branding, public relations, lead generation, digital marketing, events, sales support and travel. Organize your annual marketing plan while tracking monthly expenses. This template can be as detailed as needed depending on the scope of your marketing campaigns. Download Simple Marketing Budget Template Excel | Smartsheet This simple marketing budget template shows projected and annual costs for multiple categories side by side. You can assign costs for each week of the month and track total expenses by month, quarter and year. This makes it easy to compare projected costs against your actual spend, and the template also calculates the difference. Choose whichever categories work best for your business and marketing plan, and then enter your financial data. Download Digital Marketing Budget Template Excel | Smartsheet Focus on your digital marketing budget with this free template. It covers various categories related to digital marketing, including website development and ongoing optimization, web analytics, paid advertising, SEO, social media and email marketing. Itemized expenses are totaled monthly and yearly. This template allows you to break down your digital marketing campaigns into a single strategic budget plan. Download Social Media Marketing Budget Template Excel | Smartsheet Use this free budget template to keep track of all your social media marketing expenses, from staffing and agency costs to content creation and promotions. Once you've entered your expenses, you can plan your monthly projections and track your remaining budget. You can easily weigh your year-to-date spend against your total budget and see what percentage of your marketing budget is allocated to which social media marketing efforts. Download Event Budget Template Excel | Smartsheet Event costs may include advertising, venue rental, food and beverages, travel costs for speakers, decorations and more. Use this event budget template to plan all of your projected costs and track your actual expenditures. This template offers a wide range of categories, but you can easily edit them to be more relevant to your specific event. Download Quarterly Marketing Budget Template If you want a template that shows only your quarterly marketing budget, this is a simple, one-worksheet version. Marketing categories are listed on the left, and quarterly tallies are on the right. Keep track of your itemized and total expenses for each quarter. Download Channel Marketing Budget Template This channel marketing budget template focuses on the expenses associated with marketing to four key channels: brokers, distributors, retailers and customers. It also has sections for personnel costs, direct marketing, other expenses and projected sales. The template shows monthly and annual totals for each category. Download Product Marketing Budget Template If your business sells products, research, focus groups and user testing help ensure that your marketing tactics and messaging are effective. This product marketing budget template includes categories for each phase of marketing as you move toward a product launch. Proper planning and research will help ensure a successful outcome, potentially saving you money in the long run. Download Content Marketing Budget Template Depending on the scope of your content marketing, your budget may include expenses for freelancers, stock images, publishing tools, video hosting, analytics and more. This budget template covers multiple aspects of content marketing, calculating monthly, quarterly and yearly costs. Creating quality content that serves your marketing goals takes time and money, so plan your budget carefully to make sure all your bases are covered. Download Website Budget Template From brand messaging to reaching customers, a website is an essential tool for business success. If you're developing a new website or redesigning an old one, creating a budget can help you plan for the initial investment as well as ongoing costs. This website budget template provides a section for monetary benefits, so you can contrast those amounts with your costs. Amounts are tallied annually, and you can view projected changes over three years. Download Public Relations Budget Template This may be the age of digital marketing, but traditional PR is still important to any marketing



strategy. Manage all of your PR costs - and agency fees and trade show costs - with this spreadsheet to research and reputation software - use the template as is, or customize it to reflect your own marketing categories. The template is organized so that your monthly projected and actual totals are shown side by side. Once you have determined your marketing plan and total annual budget, it's time to align your budget with your marketing goals. What goals are you trying to achieve? This is the most important thing to keep in mind as you prioritize your expenses. We've already mentioned some of the categories that may be included in your marketing budget, from digital marketing to personnel costs. These categories are chosen based on your marketing campaigns and tactical plans for reaching your goals. Assign a budget amount to each category, and be thorough. You don't want to miss hidden costs and then have to make up for it later. For instance, if you are marketing a product, you can't simply plan your budget around promotional costs. You also need to consider the costs of any competitive analysis and consumer testing that might be required to ensure that your product launch and marketing efforts are successful. Keep in mind that expenses will vary from month to month. If you are over budget in a category during one month, look at your annual budget plan to see if this balances out later - perhaps because the category is no longer needed at a later date - or if you need to reduce costs in a lower priority area. Creating a detailed and realistic plan will help you stay on budget and on task for achieving your long-term goals. What Is a Marketing Budget Plan? A marketing budget plan is a detailed roadmap that outlines the cost of all marketing strategies and tactics involved in hitting the projected results. This plan provides visibility into both the specific goals of the marketing team and how much it will cost to achieve those goals. Considered a critical resource that can be leveraged by the entire company, a marketing budget plan gives insight into how marketing campaigns are run within the organization. How Do You Create a Marketing Budget? To create a succinct marketing budget for your business, first determine both your annual marketing goals and your positioning in the marketplace. Outline all projected plans you have for your product or services on an annual basis. After these details have been analyzed, develop a marketing budget that allots a specific amount of money towards marketing campaigns and goals. Revisit the plan and budget on a regular basis to update the details as your business goals change. How Much Should You Spend on a Marketing Budget? On average, it is reported that companies should spend around 5% of their total revenue on marketing efforts in order to maintain their current position in the marketplace, according to FrogDog. Companies that are looking to grow or expand their market share should allot a larger percentage of their overall budget towards marketing campaigns, landing around 10% of total revenue, according to FrogDog. The best marketing teams know the importance of effective campaign management, consistent creative operations, and powerful event logistics -- and Smartsheet helps you deliver on all three so you can be more effective and achieve more. The Smartsheet platform makes it easy to plan, capture, manage, and report on work from anywhere, helping your team be more effective and get more done. Report on key metrics and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team connected and informed. When teams have clarity into the work getting done, there's no telling how much more they can accomplish in the same amount of time. Try Smartsheet for free, today. Try Smartsheet for Free Get a Free Smartsheet Demo

A marketing plan template should be used after the strategy has been decided on, but before the campaign starts. That's the basic contours of this marketing plan template. More accurately, making a marketing plan is a process, one that starts early and doesn't end until the campaign it defines has been completed. 24/02/2020 · Use this template to organize your marketing campaign budget and to project your initial return on investment (ROI). Under each category, input the name of the incurred expense, month expended, number of units, and cost per unit. ... 15/06/2016 · Download Annual Marketing Budget Template. Excel | Smartsheet. This annual marketing budget template offers a simple layout with columns for monthly, quarterly and yearly costs. The template includes categories for market research, branding, public relations, lead generation, digital marketing, events, sales support and travel. This direct marketing campaign plan template can be used for recording objectives to improve sales through campaigns with solutions in case ... Campaign metrics and budget. You may also like. FREE Campaign Templates - Word ... Sales Action Plan Template - 21+ Free Word, Excel, PDF Format ... Event Marketing Plan Template - 16+ Free Word ... Simple marketing plan template consists of typical ready-made tasks. This template gives you a pre-defined structure of your marketing project. You can easily import and export Excel files to work with your tasks online, manage dates, track progress, and estimate marketing budget. Use this restaurant marketing budget template to accurately estimate your expenses for promotional activities and help you attain your marketing goals. It allows you to measure your success by comparing your projected costs against actual expenditures. The easily editable template enables you to create a marketing budget that then becomes a crucial reference for ... 30/05/2022 · Marketing Excel Templates 1. Marketing Budget Template. While marketing budgets vary from business to business, the need for structure and a clear sense of alignment between your goals and your spending is critical across the board. To ensure your preparedness for unanticipated costs, you must allocate your budget thoughtfully and correctly. Report on marketing KPIs like leads, conversion rates, website traffic and social media engagement; Track email campaign metrics (delivery, open, click-through rates) Monitor budget distribution and performance of paid ad campaigns; Conduct competitive research and analyze benchmarking data; Recommend website and campaign optimizations Use our professional marketing plan template to give you a head start.. Visme's marketing plan templates offer more than just stunning design. Each template contains pre-designed layouts for important marketing plan elements, including company background, goals, strategic roadmap, buyer persona, budget and more. 11/03/2022 · Easily manage your finances with the help of these budget templates available for Microsoft Excel and Google Sheets. ... you only pay for clicks you receive. So even if you've set aside a budget of \$2,000, your campaign may only generate \$1,500 worth of clicks. Social ... The Master Marketing Budget Template lets you do just that: ...

1. **Define your marketing goals** - Before you can create a budget, you need to know what you're trying to achieve. Are you looking to increase sales, generate leads, or build brand awareness? Your goals will determine which marketing channels and tactics you should focus on.

2. **Identify your marketing channels** - There are many different marketing channels you can use, such as social media, email, search engines, and direct mail. Determine which channels are most likely to reach your target audience and generate the most leads.

3. **Estimate the cost of each marketing channel** - Once you've identified your marketing channels, you need to estimate the cost of each channel. This will vary depending on the channel and the type of campaign you're running.

4. **Allocate your budget** - Now that you know the cost of each marketing channel, you can allocate your budget. Start by assigning a budget to each channel, and then break that budget down into specific marketing activities.

5. **Track and report on your marketing budget** - Once you've created your budget, you need to track and report on your spending. This will help you see if you're staying on budget and if your marketing efforts are generating the results you want.

6. **Adjust your budget as needed** - Your marketing budget is not set in stone. You may need to adjust your budget as you learn more about your target audience and the effectiveness of your marketing efforts.

7. **Review your marketing budget** - At the end of each month, review your marketing budget to see if you're staying on track and if you need to make any adjustments.

8. **Use a marketing budget template** - There are many different marketing budget templates available online. Choose one that fits your needs and use it to create your budget.

9. **Get help from a marketing professional** - If you're having trouble creating a marketing budget, consider hiring a marketing professional. They can help you identify your marketing goals, estimate the cost of each channel, and allocate your budget.

10. **Remember that your marketing budget is an investment** - Your marketing budget is an investment in your business. It's important to track and report on your spending so you can see the return on your investment.

11. **Use a marketing budget calculator** - There are many different marketing budget calculators available online. Use one to help you estimate the cost of your marketing campaign and allocate your budget.

12. **Remember that your marketing budget is a living document** - Your marketing budget is a living document that should be updated as your marketing needs change. Review it regularly and make adjustments as needed.

13. **Use a marketing budget spreadsheet** - There are many different marketing budget spreadsheets available online. Use one to help you track and report on your marketing budget.

14. **Remember that your marketing budget is a tool** - Your marketing budget is a tool that can help you manage your marketing expenses and ensure that you're getting the most out of your marketing budget.

15. **Use a marketing budget template to get started** - If you're having trouble creating a marketing budget, use a marketing budget template to get started. This will give you a head start and help you understand how to create a budget.

16. **Remember that your marketing budget is a key component of your marketing strategy** - Your marketing budget is a key component of your marketing strategy. It's important to create a budget that aligns with your marketing goals and objectives.

17. **Use a marketing budget template to save time** - Creating a marketing budget can be a time-consuming process. Use a marketing budget template to save time and ensure that you're creating a budget that fits your needs.

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