

DIGITAL BRAND AWARENESS

Marketing Budget Allocation

Fiscal Period: _____

Project Code: _____

STRATEGY / CHANNEL	ALLOCATED (%)	BUDGETED (\$)	ACTUAL (\$)
Content & Organic Presence			
Social Media Management	_____ %	\$	\$
Video Production (Reels/TikTok)	_____ %	\$	\$
Paid Media & Amplification			
Search Engine Marketing (SEM)	_____ %	\$	\$
Programmatic Display Ads	_____ %	\$	\$
Influencer Partnerships	_____ %	\$	\$
Tools & Analytics			

STRATEGY / CHANNEL	ALLOCATED (%)	BUDGETED (\$)	ACTUAL (\$)
Brand Tracking Software	_____ %	\$	\$
SEO Tools & Subscriptions	_____ %	\$	\$

NOTES: