

# CLIENT BUDGET OVERVIEW

Agency Ref: #4402-B

Project: Q4 Growth Campaign  
Date: October 2023

| SERVICE CATEGORY           | DESCRIPTION                           | ALLOCATED BUDGET |
|----------------------------|---------------------------------------|------------------|
| Paid Search (SEM)          | Google Ads & Bing Managed Spend       | \$4,500.00       |
| Social Advertising         | Meta & LinkedIn Campaign Management   | \$3,200.00       |
| Content Marketing          | 4x Blog Posts & Infographic Creation  | \$1,800.00       |
| SEO Services               | On-page Optimization & Backlink Audit | \$2,000.00       |
| Agency Fee                 | Management & Reporting (15%)          | \$1,725.00       |
| TOTAL PROJECTED INVESTMENT |                                       | \$13,225.00      |

## STRATEGIC NOTES

Budget allocations are subject to a 10% flexibility margin based on real-time CPA performance. Initial focus will remain on high-intent search terms before scaling creative social spend in week 3.