

DIGITAL LAUNCH EXPENSE TRACKER

Product Name: _____

Launch Date: ____ / ____ / 20____

EXPENSE DESCRIPTION	PAID	BUDGETED	ACTUAL
Advertising & Paid Media			
Facebook / Instagram Ads		\$	\$
Google Search Keywords		\$	\$
Creative & Assets			
Graphic Design / Branding		\$	\$
Video Editing / Motion Graphics		\$	\$
Software & Tools			
Email Marketing Platform		\$	\$
Landing Page Builder		\$	\$
Outreach & Affiliates			
Influencer Partnerships		\$	\$
Affiliate Management Software		\$	\$
TOTAL EXPENSES \$			