

DIGITAL PRODUCT EVENT BUDGET

Fiscal Year 2024

Event Name: _____

Launch Date: _____

Campaign Manager: _____

Target ROI: _____

EXPENSE CATEGORY	ESTIMATED	ACTUAL	VARIANCE
Marketing & Promotion			
Paid Social Ads (FB/IG/TikTok)			
Influencer Collaborations			
Email Marketing Software Fees			
Content Production			
Graphic Design / Branding			
Video Editing / Motion Graphics			
Copywriting Services			
Technical & Platform			
Landing Page Hosting/Tools			

EXPENSE CATEGORY	ESTIMATED	ACTUAL	VARIANCE
Payment Processing Fees			
Webinar / Live Stream License			
Miscellaneous			
Giveaway Prizes / Incentives			
Contingency (10%)			
Total Budget: \$			
Total Actual: \$			
Net Balance: \$			
Notes:			