

MARKETING BUDGET PLANNER

Fiscal Period: _____

Store Name: _____

MARKETING CHANNEL	ESTIMATED BUDGET	ACTUAL SPEND	VARIANCE (+/-)
Paid Social (Meta/TikTok)			
Search Ads (Google/Bing)			
Influencer & Affiliates			
Email & SMS Marketing			
Content & Creative Production			
SEO & Software Tools			
TOTAL EXPENDITURE			

TOTAL REVENUE

\$
MARKETING % OF REVENUE
%
AVERAGE ROAS
X

STRATEGIC NOTES & OBSERVATIONS