

MARKETING SPEND ALLOCATION

FY 2024 / Q__
Total Monthly Budget: \$
Target ROI:
Campaign Name:
Date:

EXPENSE CATEGORY	ALLOCATED (\$)	%	OBJECTIVES / NOTES
Paid Search (PPC)			
Social Media Ads			
Content Creation			
Influencer Marketing			
Email Marketing / CRM			
SEO Tools & Services			
Affiliate Commissions			
Software & Subscriptions			
Miscellaneous			

This document is for internal planning purposes. Actual spend should be reconciled monthly.