

MARKETING CAMPAIGN BUDGET

Campaign Name: _____

Date Range: _____

Project Manager: _____

Total Target ROI: _____

EXPENSE CATEGORY	ESTIMATED COST	ACTUAL COST	DIFFERENCE
Digital Advertising			
Social Media Ads (Meta/LinkedIn)	\$0.00	\$0.00	\$0.00
Search Engine Marketing (PPC)	\$0.00	\$0.00	\$0.00
Content & Creative			
Graphic Design / Video Production	\$0.00	\$0.00	\$0.00
Copywriting / Blog Content	\$0.00	\$0.00	\$0.00
Offline & Traditional			
Print Materials (Flyers/Business Cards)	\$0.00	\$0.00	\$0.00
Event Sponsorships / Booths	\$0.00	\$0.00	\$0.00
Tools & Software			

EXPENSE CATEGORY	ESTIMATED COST	ACTUAL COST	DIFFERENCE
Email Marketing Subscriptions	\$0.00	\$0.00	\$0.00
CAMPAIGN TOTALS	\$0.00	\$0.00	\$0.00

Notes: