

SOCIAL MEDIA MARKETING

Budget Allocation Strategy

FY 2024 / Q3

Campaign Name: _____
Target Audience: _____
Start Date: _____
End Date: _____

EXPENSE CATEGORY	ALLOCATED (%)	BUDGET (\$)	ACTUAL (\$)
Paid Media (Advertising)			
Meta Ads (FB/IG)			
LinkedIn Sponsored Content			
TikTok / YouTube Shorts			
Content & Production			
Graphic Design / Video Edit			
Influencer Partnerships			
Copywriting / Translations			
Tools & Management			
SaaS (Scheduling/Analytics)			

EXPENSE CATEGORY	ALLOCATED (%)	BUDGET (\$)	ACTUAL (\$)
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Community Management			
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Strategic Notes / KPIs: