**Marketing Budget Proposal
Template**

Marketing Budget Proposal

|  |  |
| --- | --- |
| Company Name | Fiscal Year / Quarter |
|  |  |
|   |   |   |   |   |   |
| Department / Division | Submission Date |
|  |  |
| Prepared by | Reviewed by | Approved by |
|  |  |  |

# Executive Summary & Objectives

## Overview

Provide a summary of the proposed marketing budget, focusing on how it aligns with the company’s strategic goals and objectives.

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## Marketing Objectives

|  |  |
| --- | --- |
| Objective 1 |  |
| Objective 2 |  |
| Objective 3 |  |

## Total Budget

|  |
| --- |
| $ |

# Budget Proposal Justification

## Justification

Explain why the proposed marketing budget is necessary to meet the company’s goals. Discuss key investments in digital marketing, content creation, product launches, and customer acquisition strategies. Highlight any changes from the previous year and justify increases or reallocations.

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## Key Investments

|  |  |
| --- | --- |
| Digital Marketing |  |
| Content Creation |  |
| Product Launches |  |

# Revenue Projections

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Paid Search | Google ads, Bing ads |  |
| Social Media Advertising | Facebook, Instagram |  |
| Display Ads | Banner, Remarketing |  |
| SEO & Content Marketing |   |  |
| Email Marketing |   |  |
| Influencer Marketing |   |  |
| Total Digital Marketing Costs |  |

# Content Creation & Production Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Video Production |   |  |
| Graphic Design |   |  |
| Blog & Article Writing |   |  |
| Photography |   |  |
| Product / Service Demos |   |  |
| Total Content Creation & Production Costs |  |

# Traditional Marketing Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Print Advertising | Magazines, newspapers |  |
| TV & Radio Ads |   |  |
| Direct Mail Campaigns |   |  |
| Trade Show / Event Sponsorships |   |  |
| Other (specify) |   |  |
| Total Traditional Marketing Costs |  |

# Marketing Software & Tools Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| CRM Software |   |  |
| Marketing Automation Tools |   |  |
| Analytics & Reporting Tools |   |  |
| Email Marketing Software |   |  |
| Other (specify) |   |  |
| Total Marketing Software & Tools Costs |  |

# Campaign-Specific Costs

|  |  |  |
| --- | --- | --- |
| Campaign Name | Description | Amount ($) |
| New Product Launch |   |  |
| Seasonal Promotions | e.g., holiday campaign |  |
| Brand Awareness Campaign |   |  |
| Customer Acquisition Campaign |   |  |
| Total Campaign-Specific Costs |  |

# Personnel Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Marketing Manager |   |  |
| Content Creators | Writers, designers |  |
| Digital Marketing Specialists |   |  |
| Social Media Managers |   |  |
| Influencer / Partnership Managers |   |  |
| Total Personnel Costs |  |

# Travel & Event Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Travel for Conferences / Events |   |  |
| Trade Show Booths / Exhibits |   |  |
| Speaker & Presentation Fees |   |  |
| Accommodations | Hotels, meals |  |
| Other (specify) |   |  |
| Total Travel & Event Costs |  |

# Contingency & Risk Management

## Contingency Fund

|  |
| --- |
| $ |

## Justification for Contingency

Explain the necessity for contingency funds, such as handling unexpected costs related to marketing campaigns, last-minute changes to advertising, or supplier delays.

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## Risk Assessment

|  |  |
| --- | --- |
| Risks | Mitigation Strategies |
|  |  |
|  |  |

# Performance Metrics & ROI Tracking

|  |  |  |
| --- | --- | --- |
| Metric | Target | Expected ROI (%) |
| Customer Acquisition Cost (CAC) |  |  |
| Conversion Rate |  |  |
| Marketing ROI |  |  |
| Overall ROI |  |  |

# Cost Summary

|  |  |
| --- | --- |
| Category | Total ($) |
| Total Digital Marketing Costs |  |
| Total Content Creation & Production Costs |  |
| Total Traditional Marketing Costs |  |
| Total Marketing Software & Tools Costs |  |
| Total Campaign-Specific Costs |  |
| Total Personnel Costs |  |
| Total Travel & Event Costs |  |
| Contingency Fund |  |
| Overall Total Budget |  |
| Total Projected Revenue |  |
| Surplus / Deficit | Surplus + / Deficit – |  |

# Approval Workflow

|  |  |  |
| --- | --- | --- |
| Prepared by | Signature | Date |
|  |  |  |

|  |  |  |
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| Reviewed by | Signature | Date |
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| Approved by | Signature | Date |
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