

DOWNLOADABLE TEMPLATE

Marketing Budget Template by Big Rig Media

Approach your marketing budgeting process so each dollar spent is aligned with a strategic goal and monitored for effectiveness. Adjust the categories and amounts as necessary to fit the specific needs and scale of your business.

1. Budget Overview

Start by entering the total amount you have allocated for marketing activities during the budget period.

Total Budget: _____

Budget Period: _____ year/quarter/month

2. Budget Breakdown by Category

Break down your budget across various marketing channels based on past performance data, business goals, and market trends. Utilize the percentage or amount of the total budget for each category.

Digital Marketing	Percentage or amount of total budget
PPC	
Email Campaigns	
Social Media	
Other:	
Other:	
Traditional Marketing	
Print Ads	
TV/Radio	
Outdoor Advertising	

Experiential Marketing	
Events	
Sponsorships	
Marketing Research	
New Ventures/Experiments	

3. Goals and Expected ROI

For each category or campaign, define clear, measurable goals. Link these goals with expected ROI to guide your spending and strategy adjustments.

Campaign/Channel	Specific goal	Expected ROI
Example: Social Media	Increase engagement by 30%	Expected ROI: 200%

4. Monitoring and Adjustments

Determine how the budget will be reviewed and potentially adjusted.

Review Frequency: _____

Key Performance Indicators (KPIs)

List all active marketing channels under 'Marketing Channel'. Under 'Metrics to Monitor', specify which metrics you will regularly check to gauge each channel's effectiveness.

Marketing Channel	Metrics to Monitor
Example 1: PPC Example 2: Social Media	Monitor click-through rates and conversion costs Observe follower growth and post-engagement

5. Notes and Strategic Insights

Keep track of any strategic insights or changes you make throughout the period for future reference.