

Annual Marketing Campaign Budget Outline

1. Overview

Year

Campaign Title

Prepared By

Date

2. Budget Summary

Category	Budget Allocated	Actual Spend	Variance
Advertising			
Content Creation			
Events			
Public Relations			
Digital Marketing			
Social Media			
Other			
Total			

3. Detailed Budget Breakdown

Advertising

Type	Budget
Print	
Online Ads	
Broadcast	
Other	

Content Creation

Item	Budget
Copywriting	
Design	
Video Production	

Events

Event	Budget
Trade Shows	
Webinars	
Workshops	

4. Notes & Remarks