

# Brand Awareness Marketing Budget Template

Category	Activity/Channel	Description	Estimated Cost	Actual Cost	Variance
Digital	Social Media Ads				
Digital	Influencer Marketing				
Digital	Content Creation				
Offline	Event Sponsorships				
Offline	Print Media				
Merchandise	Branded Giveaways				
Total					

**Notes:**

- Fill in descriptions, estimated and actual costs for each activity.
- $\text{Variance} = \text{Actual Cost} - \text{Estimated Cost}$ .
- Add, remove, or modify rows as needed for your campaign.