

# 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				
<b>Total</b>					

## Notes:

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