

Digital Marketing Budget Plan Example

Overview

- Timeframe: January - December 2024
- Goals: Increase traffic, generate leads, boost conversions
- Total Budget: \$60,000

Channels Covered

- Search Engine Marketing (SEM)
- Content Marketing
- Social Media Ads
- Email Marketing
- Influencer Marketing

Budget Allocation

Channel	Monthly Budget	Annual Budget	% of Total
SEM (Google Ads, Bing Ads)	\$2,000	\$24,000	40%
Content Marketing	\$500	\$6,000	10%
Social Media Ads	\$1,000	\$12,000	20%
Email Marketing	\$350	\$4,200	7%
Influencer Marketing	\$1,150	\$13,800	23%
Total	\$5,000	\$60,000	100%

Notes & Considerations

- Adjust budgets quarterly based on campaign performance.
- Reserve 5% for unexpected opportunities or emergencies.
- Review ROI and reallocate funds as needed.

This digital marketing budget plan allows for flexible and targeted investments across multiple channels to achieve business objectives throughout the year.