

Marketing Department Annual Expense Sheet

EXPENSE CATEGORY	DESCRIPTION	BUDGET ALLOCATED	ACTUAL SPENT	VARIANCE
Advertising	Online ads, print media, outdoor			
Events & Sponsorships	Trade shows, conferences, sponsorships			
Promotional Materials	Flyers, brochures, swag			
Digital Marketing	Email, social media, content creation			
Research & Analytics	Market research, surveys, tools			
Personnel	Salaries, training, freelance support			
Other	Miscellaneous marketing expenses			
Total				