

# Multi-Channel Marketing Budget Framework

## Budget Allocation Overview

Channel	Budget Allocated	Percentage (%)	Key Tactics	Expected KPI
Paid Search (SEM)				
Paid Social				
Organic Social				
Email Marketing				
Content Marketing				
Influencer & Partnerships				
Display & Programmatic				
Events / Offline				
Other				
<b>Total</b>		<b>100%</b>		

## Notes & Assumptions