

Product Launch Marketing Budget Example

Category	Description	Estimated Cost
Market Research	Surveys, focus groups, competitor analysis	\$2,000
Branding	Logo design, style guides, visual assets	\$1,500
Website & Landing Page	Design, development, hosting	\$3,000
Content Creation	Copywriting, photography, video production	\$2,500
Advertising	Paid social, Google ads, sponsored content	\$4,000
Public Relations	Press release, media outreach	\$1,000
Events	Launch event, virtual demo sessions	\$2,000
Miscellaneous	Swag, unforeseen expenses	\$1,000
Total		\$17,000