

Social Media Marketing Budget Sample

SUMMARY

Campaign Name	Summer Promotion 2024
Period	June 1, 2024 – August 31, 2024
Objective	Increase brand awareness and generate leads via social media platforms.

ESTIMATED BUDGET BREAKDOWN

Category	Description	Estimated Cost (USD)
Content Creation	Design, writing, and video production	2,000
Ad Spend - Facebook	PPC & Lead Gen Ads	1,500
Ad Spend - Instagram	Sponsored Stories & Posts	1,200
Ad Spend - LinkedIn	Business targeting & remarketing	900
Management Tools	Software subscriptions (e.g., scheduler, analytics)	300
Influencer Collaboration	Micro-influencer rates	600
Contingency	Extra/Unforeseen costs (10%)	650
Total Estimated Budget		7,150

KEY NOTES

- Budgets are monthly estimates for Q3 2024 campaign.
- Content creation includes all copywriting, design, and editing.
- Ad spend may be reallocated between platforms based on performance.
- Contingency for unforeseen social campaigns or emergencies.

*This budget is a sample and should be tailored to fit specific campaign needs and organizational goals.