

Marketing Budget Allocation Sheet for Launch

CATEGORY	DESCRIPTION	ESTIMATED COST (\$)	NOTES
<div>e.g., Digital Ads</div>	<div>e.g., Social Media, PPC</div>	<div></div>	<div>Optional notes</div>
<div>e.g., Influencer Marketing</div>	<div>e.g., Instagram promotion</div>	<div></div>	<div>Optional notes</div>
<div>e.g., Content Creation</div>	<div>e.g., Videos, Graphics</div>	<div></div>	<div>Optional notes</div>
<div>e.g., Events</div>	<div>e.g., Product Launch Event</div>	<div></div>	<div>Optional notes</div>
<div>e.g., PR</div>	<div>e.g., Press Release</div>	<div></div>	<div>Optional notes</div>
<div>Other</div>	<div></div>	<div></div>	<div></div>
<div>Total</div>			