

# Marketing Budget Allocation Sheet for Launch

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