

Marketing Campaign Budget Proposal

Project Overview

Campaign Name:

Campaign Objective:

Proposed By:

Date:

Budget Breakdown

| Item/Category | Description | Estimated Cost |
|----------------------|---|----------------|
| Creative Development | Design, copywriting, content creation | _____ |
| Digital Advertising | Social media ads, Google Ads, display banners | _____ |
| Print Materials | Brochures, posters, flyers | _____ |
| Public Relations | Press releases, events, influencer outreach | _____ |
| Other Expenses | Miscellaneous costs | _____ |
| Total Estimated Cost | | _____ |

Campaign Timeline

| Phase | Task | Start Date | End Date |
|-----------|--------------------------|------------|----------|
| Planning | Research & strategy | _____ | _____ |
| Execution | Launch campaign elements | _____ | _____ |
| Analysis | Measure & report results | _____ | _____ |

Approval

Name:

Signature:

Date:

