

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:
