

Marketing Budget Plan Outline

For Local Businesses

1. Executive Summary

- Brief overview of marketing goals
- Budget allocation summary
- Key expected outcomes

2. Marketing Objectives

- Increase brand awareness
- Generate leads and sales
- Engage existing customers
- Expand customer base

3. Target Audience

- Demographics
- Location
- Interests and behaviors

4. Marketing Channels

1. Digital Marketing
 - Social Media Advertising
 - Google Ads
 - Email Marketing
 - Website/SEO
2. Traditional Marketing
 - Flyers/Posters
 - Local Newspaper Ads
 - Radio/TV Spots
3. Event Sponsorships/Community Involvement
4. Referral Programs

5. Budget Breakdown

Category	Estimated Cost	Percentage of Total
Digital Marketing	\$_____	__%
Traditional Marketing	\$_____	__%
Events & Sponsorships	\$_____	__%
Marketing Materials	\$_____	__%
Other	\$_____	__%
Total	\$_____	100%

6. Timeline

- Q1: _____
- Q2: _____
- Q3: _____
- Q4: _____

7. Metrics & Evaluation

- Key performance indicators (KPIs)
- Tracking methods (analytics, surveys, etc.)
- Review schedule