

Marketing Campaign Budget

Campaign Name

Prepared By

Start Date

End Date

Budget Breakdown

Item/Category	Description	Estimated Cost	Actual Cost
Advertising	Social Media Ads, Google Ads		
Content Creation	Copywriting, Graphic Design, Video Production		
Email Marketing	Email platform & campaign setup		
Events/Webinars	Venue, Hosting, Speakers		
Public Relations	Press Release, Media Outreach		
Other	Miscellaneous expenses		
Total			

Notes