

# Budget Allocation Planner for Marketing Campaigns

Campaign Name

Period

Total Budget

Notes

| Channel              | Planned Spend        | Actual Spend         | ROI (%)              | Remarks              |
|----------------------|----------------------|----------------------|----------------------|----------------------|
| e.g. Social Media    | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> |
| <input type="text"/> |
| <input type="text"/> |

Total Planned:

Total Actual:

Overall ROI (%):