

****NOTE: This is a shared document. Please download or copy this form to use it for your marketing plan.****

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| **MARKETING BUDGET TEMPLATE** |
| **Channel** | **Link to Asset**  | **Asset size** | **START DATE**  | **END DATE** | **BUDGET****$** | **ACTUAL $** |
| **COLLATERAL**  |  |  |  |  |  |  |
| Show Imagery  |  | 1080 x 10801920 x 1080  |  |  |  |  |
| Videos  |  |  |  |  |  |  |
| Reviews |  |  |  |  |  |  |
| **SOCIAL MEDIA** |   |  |  |  |   |   |
| Facebook Ads  |   |  |  |  | $ | $ |
| Instagram Ads  |   |  |  |  | $ | $ |
| Tik Tok Ads  |   |  |  |  | $ | $ |
| Influencer Ads  |  | *Spark Ads* *Re-posting* *Stories* |  |  |  |  |
| **DIGITAL ADVERTISING**  |   |  |  |  |   |   |
| Website Banners  |   |  |  |  | $ | $ |
| Paid listings  |   |  |  |  | $ | $ |
| Reciprocal posting |  |  |  |  | Offer contra for posting! |  |
| **PRINT ADVERTISING** |   |  |  |  |   |   |
| LOCAL MEDIA  |   |  |  |  | $ | $ |
| Schools Guide Ads  |   |  |  |  | $ | $ |
| Newspaper Ads  |   |  |  |  | $ | $ |
| **TRADITIONAL MARKETING** |   |  |  |  |   |   |
| Poster/flyer printing  |   |  |  |  | $ | $ |
| Radio  |   |  |  |  | $ | $ |
| Podcasts |  |  |  |  |  |  |
| **TOTALS**  |   |  |  |  | $ | $ |