

****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 1080  1920 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** |  |  |  |  | $ | $ |