

Use "Marketing budget template" to calculate and plan your marketing campaign budget for the year with a quarterly breakdown.


Working with table data

There is a table on the template sheet. In the rows of this table, there are categories of possible marketing activities, divided into detailed tasks. For example:

| CATEGORY                  |
|---------------------------|
| <b>National Marketing</b> |
| Banner Ads                |
| <i>Other (specify)</i>    |
| <b>Local Marketing</b>    |
| Newspaper                 |
| In-Store Marketing        |
| POP                       |
| <i>Other (specify)</i>    |

If there are tasks unaccounted for in the category, you can enter them in the "Other (specify)" field.

In the columns "Jan / Feb / Mar," and further, it is necessary to enter the values of expenses for these marketing activities monthly. Totals are calculated quarterly. For example:

| <br>CATEGORY | Quarter 1 |          |          |          |            |
|---|-----------|----------|----------|----------|------------|
|   | Jan       | Feb      | Mar      | Q1 Total | Percentage |
| <b>National Marketing</b>   | 800,00    | 1 000,00 | 1 200,00 | 3 000,00 | 4,9%       |
| Banner Ads  | 500,00    | 600,00   | 700,00   | 1 800,00 |            |
| <i>Other (specify)</i>  | 300,00    | 400,00   | 500,00   | 1 200,00 |            |
| <b>Local Marketing</b>  | 160,00    | 160,00   | 130,00   | 450,00   | 0,7%       |
| Newspaper   | 50,00     | 70,00    | 100,00   | 220,00   |            |
| In-Store Marketing  | 60,00     | 80,00    | 0,00     | 140,00   |            |
| POP   | 50,00     | 10,00    | 30,00    | 90,00    |            |
| <i>Other (specify)</i>  |           |          |          |          |            |

- The rows with the name of the category of marketing activities display the total value for the category by month.
- The "Q\_ Total" columns summarize the quarterly values for this activity (and for the entire category).
- The column "Percentage" calculates the percentage of this category of expenses from the total costs for the quarter.

Fill in all relevant fields for all months in the same way.

Below the table, there is a row of total expenses by month and quarterly amounts. For example:

|        |           |           |           |           |
|--------|-----------|-----------|-----------|-----------|
| TOTALS | 16 576,00 | 21 352,00 | 23 253,00 | 61 181,00 |
|--------|-----------|-----------|-----------|-----------|

At the very bottom of the sheet, you see a chart showing the dynamics of expenses by category. Each quarter is shown on the chart with a line of a different color. For example:

