

MARKETING BUDGET

The year by channel and quarter — keep an Experiments line, and keep unallocated budget visible.

Business _____ Year _____

Annual marketing budget _____

Channel	Q1	Q2	Q3	Q4	Year	% of budget
Paid search						
Paid social						
Content & SEO						
Email & CRM						
Events & sponsorships						
Print & local						
Tools & software						
Agency & freelance						
Brand & creative						
Experiments						
Totals						

UNALLOCATED (budget - planned)