# Marketing Budget

**Purpose:** This document provides a comprehensive overview of projected marketing expenses, helping teams plan and track spending across campaigns and channels. Use it to allocate budget across departments, campaigns, and ad spends throughout a fiscal period.

## General Information

**Prepared By:**{preparedBy}

**Department:**{department}

**Reporting Period:**{reportingPeriod}

**Total Budget:**{totalBudget} {currency}

## Budget Summary

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Allocated Budget ({currency})** | **Actual Spend ({currency})** | **Variance ({currency})** | **Notes** |
| {#categories}{categoryName} | {allocatedBudget} | {actualSpend} | {variance} | {notes}{/categories} |

## Top Campaigns

{#topCampaigns}

* **{campaignName}** – Budget: *{campaignBudget} {currency}*, Status: {campaignStatus}

{/topCampaigns}

## Digital Ad Spend

**Total Digital Ad Budget:**{digitalAdTotal} {currency}

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Channel** | **Forecasted Spend** | **Actual Spend** | **CTR (%)** | **Conversion Rate (%)** |
| {#digitalAds}{channel} | {forecasted} | {actual} | {ctr} | {conversionRate}{/digitalAds} |

## Print & Offline Media Spend

{#hasOfflineSpend}

**Total Offline Spend:**{offlineTotal} {currency}

{#offlineChannels}

1. **{mediaChannel}:** Spend – {spend} {currency}, Impact Note – *{note}*

{/offlineChannels}

{/hasOfflineSpend}

{^hasOfflineSpend}

No offline media spend is forecasted for this period.

{/hasOfflineSpend}

## Upcoming Planned Initiatives

{#plannedInitiatives}

* **{initiativeName}** – Lead: {initiativeLead}, Target Launch: {launchDate}

{/plannedInitiatives}

## Additional Notes

*{additionalNotes}*