

Use "Marketing budget templates" to plan your marketing budget for the year and keep track of monthly expenses within the budget, dynamics.

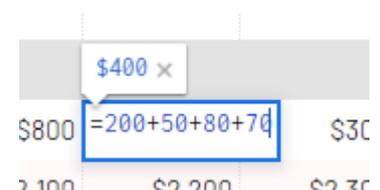
On the left side of the sheet, there are 2 columns, which represent the expenditure items of the marketing budget. All tasks in the table are divided into blocks according to the stages of the marketing project. In the original version, the table contains 11 stages, such as:

- National Marketing;
- Local Marketing;
- Public Relations;
- Content Marketing;
- Social Media;
- Online;
- Advertising;
- Web;
- Market Research;
- Sales Campaigns;
- Other.

| CATEGORY                  | Estimated year budget |
|---------------------------|-----------------------|
| <b>National Marketing</b> |                       |
| Banner Ads                | \$6,317               |
| <i>Other (specify)</i>    | \$0                   |
| <b>Local Marketing</b>    |                       |
| Newspaper                 | \$2,410               |
| In-Store Marketing        | \$21,046              |
| POP                       | \$43,912              |
| <i>Other (specify)</i>    | \$0                   |

In the adjacent column, "Estimated year budget," you need to plan the number of annual expenses for each expense item. An example is in the screenshot.

To the right are 12 columns for fixing actual monthly expenses. Enter the value of the expenses that you carry out for each item. This can be entered in one amount; the values can be summarized in a cell, as shown in the screenshot. To do this, you must put the "=" sign at the beginning of the cell and then enter the value through the "+" sign. Press the "Enter" key upon completing the entry, and your inputs will be summed up.



To the right of the range with months is the "Dynamics" column, in which you can see a graph of changes in expenses for each item during the year.

To the right are 2 total columns:

- The "Year totals" column displays the final total cost for each marketing article;
- In the "Difference Est & Act" column, you can see the difference between each marketing expense item's planned and actual expenses. If the actual expenses exceed the planned ones, the value will be displayed in brackets in red.

|                    |                                 |
|--------------------|---------------------------------|
| <b>Year totals</b> | <b>Difference Est &amp; Act</b> |
|--------------------|---------------------------------|

An example of a completed table:

| CATEGORY                  | Estimated year budget | - Jan - | - Feb - | - Mar - | - Apr - | - May - | - Jun - | - Jul - | - Aug - | - Sept - | - Oct - | - Nov - | - Dec - | Dynamics | Year totals | Difference Est & Act |
|---------------------------|-----------------------|---------|---------|---------|---------|---------|---------|---------|---------|----------|---------|---------|---------|----------|-------------|----------------------|
| <b>National Marketing</b> |                       |         |         |         |         |         |         |         |         |          |         |         |         |          |             |                      |
| Banner Ads                | \$6,317               | \$196   | \$530   | \$163   | \$664   | \$979   | \$638   | \$411   | \$862   | \$530    | \$415   | \$592   | \$962   |          | \$6,942     | (\$625)              |
| Other (specify)           | \$0                   |         |         |         |         |         |         |         |         |          |         |         |         |          | \$0         | \$0                  |
| <b>Local Marketing</b>    |                       |         |         |         |         |         |         |         |         |          |         |         |         |          |             |                      |
| Newspaper                 | \$2,410               | \$479   | \$480   | \$460   | \$800   | \$400   | \$300   | \$2,400 | \$100   | \$0      | \$400   | \$500   | \$800   |          | \$7,119     | (\$4,709)            |
| In-Store Marketing        | \$21,046              | \$1,800 | \$1,900 | \$2,000 | \$2,100 | \$2,200 | \$2,300 | \$2,400 | \$3,500 | \$3,850  | \$4,000 | \$3,000 | \$2,900 |          | \$31,950    | (\$10,904)           |
| PDP                       | \$43,912              | \$1,789 | \$4,664 | \$2,884 | \$1,280 | \$2,710 | \$1,036 | \$1,909 | \$855   | \$1,344  | \$3,146 | \$2,842 | \$2,471 |          | \$26,940    | \$16,972             |
| Other (specify)           | \$0                   |         |         |         |         |         |         |         |         |          |         |         |         |          | \$0         | \$0                  |

At the bottom of the table, under the list of expense items, there is a final line of expenses by month, which also displays a graph of dynamics and the difference between actual and planned expenses in a similar way.

|               |             |           |          |           |           |           |           |           |           |          |           |          |          |  |             |              |
|---------------|-------------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|----------|----------|--|-------------|--------------|
| <b>TOTALS</b> | \$1,550,111 | \$103,629 | \$93,999 | \$101,786 | \$116,015 | \$107,603 | \$108,140 | \$113,694 | \$113,199 | \$96,701 | \$108,554 | \$88,040 | \$96,515 |  | \$1,247,875 | \$302,236.00 |
|---------------|-------------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|----------|----------|--|-------------|--------------|

At the bottom of the sheet, you will see a bar chart that displays the totals for each marketing spend item for the entire completed period. The chart is built from largest to smallest, so the first will be the most expensive items of expenditure, and the last will be the smallest.

An example of a finished chart built on the values in the table:

