Marketing Budget Worksheet

Business Name: _____

Fiscal Year: _____

- For each of the marketing items below, indicate the cost in the month(s) it will be incurred.
- On a separate sheet, detail the initiative with **Who** is responsible, the **Goal** you plan and any other important Information
- Insert the monthly Totals into your Cash Flow worksheet on the Marketing & promotions line

Item	January	February	March	April	May	June	July	August	September	October	November	December	Total
Flyers, Posters Newsletters													
Website Hosting/ Creation													
Print Advertising													
Radio Advertising													
Signage: Store, Vehicle, Billboard													
Local Cable Advertising													
Giveaways and Thank You Items													
Trade Show Fees/Costs													
Open House													
Business Cards Letter Head													
Social Media													
Other:													
_____													
_____													
_____													
TOTAL													