

Digital Marketing Budget Template

Campaign Overview

Campaign Name	Enter campaign name
Start Date	
End Date	
Objectives	Describe campaign objectives
Target Audience	Describe target audience

Budget Allocation

Channel / Category	Description	Budget Allocated	Actual Spend
e.g., Social Media	e.g., Facebook Ads		
e.g., Google Ads	e.g., Search & Display		
e.g., Content Marketing	e.g., Blog Posts		
Other			
Total			

Notes / Comments

Add any notes or comment about the budget planning...