

Product Launch Marketing Budget Template

Project Information

Product/Project Name	<input type="text" value="Enter product/project name"/>
Launch Date	<input type="text" value="MM/DD/YYYY"/>
Prepared By	<input type="text" value="Your name"/>

Marketing Budget Breakdown

Category	Details	Estimated Cost	Actual Cost
Advertising	E.g. Online ads, print, etc.		
Public Relations	E.g. Press release, agency		
Promotional Events	E.g. Launch party, webinar		
Content Creation	E.g. Videos, articles		
Social Media	E.g. Influencers, ads		
Other	Miscellaneous items		
Total			

Notes

Additional notes
