

# 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	<input type="text" value="E.g. Online ads, print, etc."/>	<input type="text"/>	<input type="text"/>
Public Relations	<input type="text" value="E.g. Press release, agency"/>	<input type="text"/>	<input type="text"/>
Promotional Events	<input type="text" value="E.g. Launch party, webinar"/>	<input type="text"/>	<input type="text"/>
Content Creation	<input type="text" value="E.g. Videos, articles"/>	<input type="text"/>	<input type="text"/>
Social Media	<input type="text" value="E.g. Influencers, ads"/>	<input type="text"/>	<input type="text"/>
Other	<input type="text" value="Miscellaneous items"/>	<input type="text"/>	<input type="text"/>
Total		<input type="text"/>	<input type="text"/>

## Notes

<input type="text" value="Additional notes"/>
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