

Multi-Channel Marketing Budget Planner

Channel	Planned Budget (\$)	Actual Spend (\$)	Variance (\$)	Notes
Social Media (Facebook, Instagram)				
Paid Search (Google Ads, Bing Ads)				
Email Marketing				
Content Marketing (Blogs, Videos)				
Influencer Marketing				
Events & Sponsorships				
Affiliate Marketing				
Traditional Media (TV, Radio, Print)				
Other				
Total				

General Notes / Comments

Add additional notes here...