

Marketing Budget Plan Template

Product Rollout

Product Name:

Rollout Start Date:

Rollout End Date:

Project Manager:

Total Budget:

Marketing Activities Budget Breakdown

Activity	Description	Estimated Cost	Responsible Person	Timeline	Notes
Market Research					
Branding & Creative					
Advertising (Digital)					
Advertising (Traditional)					
Public Relations					
Events & Launches					
Social Media					
Influencer Marketing					
Email Marketing					
Content Marketing					
Other					
Total Estimated Cost					

Additional Notes