

2019 Marketing Budget

Hard Costs

(A)	Marketing department salaries:	\$
(B)	Marketing software/technology licensing and costs:	\$
(C)	Additional marketing hard costs:	\$
(D)	Total hard costs: (A) + (B) + (C) =	\$

Campaign Costs

(E)	Costs per individual campaign:	\$
(F)	Number of campaigns you plan to run in 2019:	\$
(G)	Total campaign costs: (E) x (F) =	\$

Unexpected Expenditures

(H)	Subtotal of hard costs and campaign costs: (D) + (G) =	\$
(I)	Unexpected expenditures: 0.25 x (H) =	\$

Total

(J)	Total estimated 2019 marketing budget: (H) + (I) =	\$
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