

MARKETING BUDGET PLANNING TEMPLATE

PRESENTED BY: **yelp**  for brands





This template for marketing budget planning in 2025 provides a structured framework to organize your budget across your marketing channels. With clear categories and simple classifications, you can designate resources effectively and easily map out your budget.

Marketing channel tactic

Budget allocation

Advertising

Total budget: \$

Search engine ads

\$

Social media ads

\$

Display ads

\$

Print ads

\$

Television and streaming video ads

\$

Outdoor ads

\$

Content marketing

Total budget: \$

Blog content

\$

Video production

\$

Whitepapers and e-books

\$

Case studies

\$

Landing pages

\$

Events and sponsorships		Total budget: \$
Trade show exhibits		\$
Product launches and demos		\$
Sponsored webinars		\$
Networking events		\$
Sponsorships (charity events, local sports, etc.)		\$
Branding and creative		Total budget: \$
Website redesign		\$
Graphic design		\$
Photography		\$
Public relations		Total budget: \$
Press release distribution		\$
Media outreach		\$
Thought leadership articles		\$
Speaking engagement and interviews		\$
Crisis communication planning		\$

Marketing tools		Total budget: \$
Marketing automation software		\$
CRM system		\$
Content Management Systems (CMS)		\$
Website hosting and maintenance		\$
Analytics and reporting tools		\$
Customer retention and loyalty		Total budget: \$
Customer appreciation events		\$
Loyalty program rewards		\$
Referral marketing campaigns		\$
Market research		Total budget: \$
Customer surveys		\$
Focus groups		\$
Competitor analysis		\$

Partnerships and co-marketing		Total budget: \$
Joint webinars		\$
Co-branded content		\$
Affiliate marketing		\$
Influencer marketing		\$
Personnel		Total budget: \$
Salaries and benefits of marketing staff		\$
Recruitment and hiring expenses		\$
Training and development		\$
Contingency and testing		Total budget: \$
Budget for unexpected opportunities		\$
Testing and optimization		\$
New channel testing		\$
Total marketing budget: \$		