

Digital Marketing Budget Template.

(A Simple Guide to Plan and Track Your Marketing Spend)

Why Use This Template?

This template helps you:

- Plan your marketing budget wisely
- Track where your money goes
- Adjust spending to get the best results

How to Use This Template:

1. List Your Total Marketing Budget

Example: **\$5,000 per month**

2. Break Down Your Budget by Category.

- SEO (20-30%)
- Content Marketing (20-30%)
- Paid Ads (30-50%)
- Email Marketing (10-15%)
- Social Media (10-20%)

3. Track Monthly Spending

- Enter how much you plan to spend vs. how much you actually spend

4. Analyze & Adjust

- Check what's working best and shift your budget if needed

Pro Tip: Review your budget every month to make sure you're getting the best ROI!