

Monthly Social Media Marketing Cost Calculator

CAMPAIGN / MONTH

PREPARED BY

DATE

EXPENSE CATEGORY & ITEM	BUDGETED COST (\$)	ACTUAL COST (\$)	VARIANCE (\$)
Paid Advertising (Ad Spend)			
Meta Ads (Facebook & Instagram)	<input type="text"/>	<input type="text"/>	<input type="text"/>
TikTok Ads	<input type="text"/>	<input type="text"/>	<input type="text"/>
LinkedIn Ads	<input type="text"/>	<input type="text"/>	<input type="text"/>
Google / YouTube Ads	<input type="text"/>	<input type="text"/>	<input type="text"/>
Content Creation & Production			
Graphic Design & Branding	<input type="text"/>	<input type="text"/>	<input type="text"/>
Video Production & Editing	<input type="text"/>	<input type="text"/>	<input type="text"/>
Copywriting & Content Writing	<input type="text"/>	<input type="text"/>	<input type="text"/>
Influencer Partnerships & Gifting	<input type="text"/>	<input type="text"/>	<input type="text"/>
Software, Tools & Subscriptions			
Scheduling & Management (e.g., Hootsuite, Buffer)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Design Tools (e.g., Canva, Adobe Creative Cloud)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Analytics & Reporting Tools	<input type="text"/>	<input type="text"/>	<input type="text"/>

EXPENSE CATEGORY & ITEM	BUDGETED COST (\$)	ACTUAL COST (\$)	VARIANCE (\$)
Management & Labor			
Agency Fees / Retainers	<input type="text"/>	<input type="text"/>	<input type="text"/>
Freelancers & Contractors	<input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL EXPENSES	<input type="text"/>	<input type="text"/>	<input type="text"/>

Notes & Comments