

Paid Social Media Advertising Budget Planner

Campaign Budget Allocation, Spend Tracking, & Performance Forecasting

CAMPAIGN NAME

TARGET AUDIENCE

DATE RANGE

TOTAL ALLOCATED BUDGET

Platform Budget Allocation

Platform	Campaign Objective	Budget Allocation	Actual Spend	Variance	Status
Facebook Ads	<input type="text"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>	<input type="text"/>
Instagram Ads	<input type="text"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>	<input type="text"/>
LinkedIn Ads	<input type="text"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>	<input type="text"/>
TikTok Ads	<input type="text"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>	<input type="text"/>
YouTube Ads	<input type="text"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>	<input type="text"/>
Pinterest Ads	<input type="text"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>	<input type="text"/>
Total Media Spend		<input type="text" value="\$"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>	

Creative & Operational Expenses

Expense Item	Vendor / Description	Budgeted Cost	Actual Cost
Graphic Design / Ad Creative	<input type="text"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>
Video Production	<input type="text"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>
Copywriting	<input type="text"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>
Influencer Collaborations	<input type="text"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>
Tracking & Analytics Tools	<input type="text"/>	<input type="text" value="\$"/>	<input type="text" value="\$"/>
Total Operational Cost		<input type="text" value="\$"/>	<input type="text" value="\$"/>

Notes & KPI Goals