

# Annual Social Media Marketing Expense Spreadsheet

YEAR

TOTAL ANNUAL BUDGET

TOTAL ACTUAL SPEND

REMAINING BUDGET

## Paid Advertising (Ad Spend)

Meta Ads  
(Facebook/Instagram)

TikTok Ads

YouTube/Google Ads

LinkedIn Ads

Pinterest/X Ads

## Subtotal Paid Ads

## Content Creation & Production

Graphic Design / Branding

Video Production / Editing

Copywriting & Translation

Photography & Props

## Subtotal Content Creation

## Software, Tools & Subscriptions

Scheduling & Management  
(SaaS)

Analytics & Social Listening

Stock Media & Asset  
Subscriptions

## Subtotal Software

## Influencers & Brand Partnerships

Influencer Fees (Paid  
Campaigns)

Product Gifting & Shipping  
Costs

Affiliate Program Management

**Subtotal Partnerships**

JAN

FEB

MAR

APR

MAY

JUN

**Marketing Staff & Agency Fees**

Social Media Agency Retainer

Freelancers & Contractors

**Subtotal Staff/Agency**

**GRAND TOTAL EXPENSES**

