

# SOCIAL MEDIA AD SPEND & CAMPAIGN TRACKER

Expense Template for Social Media Marketing Campaigns

DATE RANGE

PREPARED BY

DEPARTMENT/BRAND

APPROVED BY

TOTAL ALLOCATED BUDGET

TOTAL ACTUAL SPEND

REMAINING BALANCE

OVERALL ROI / KPI TARGET

## Budget Allocation by Platform

Facebook Ads

Instagram Ads

LinkedIn Ads

TikTok Ads

YouTube Ads

Pinterest / Other

**Total Platform Budget**

## Detailed Campaign Expense Log

**Total Campaign Expenses**

Manager Signature

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Finance Approval

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