

# Social Media & Digital Marketing Budget

Expense Planning & Tracking Template

CAMPAIGN / PROJECT

DATE / PERIOD

PREPARED BY

APPROVED BY

TOTAL BUDGETED AMOUNT

TOTAL ACTUAL SPENT

REMAINING BALANCE

## 1. Paid Advertising / Paid Media

PLATFORM / CHANNEL	BUDGETED	ACTUAL COST	VARIANCE (+/-)	NOTES / KPI TARGETS
Facebook Ads				
Instagram Ads				
Google Ads (Search/Display)				
YouTube Ads				
LinkedIn Ads				
TikTok Ads				
Pinterest Ads				
<b>Subtotal</b>				

## 2. Content Creation & Creative Assets

EXPENSE ITEM	BUDGETED	ACTUAL COST	VARIANCE (+/-)	NOTES / VENDOR
Graphic Design / Branding				
Video Production (Shoots/Edits)				
Copywriting & Content Writing				
Stock Photos / Music Licensing				
<b>Subtotal</b>				

### 3. Marketing Software & SaaS Tools

SOFTWARE / TOOL NAME	BUDGETED	ACTUAL COST	VARIANCE (+/-)	NOTES / BILLING CYCLE
Social Media Scheduling (e.g., Hootsuite)				
Analytics & Reporting Tools				
Design Platforms (e.g., Canva, Adobe)				
Social Listening Tools				
<b>Subtotal</b>				

### 4. Influencer Marketing & Collaborations

INFLUENCER / PARTNER	BUDGETED	ACTUAL COST	VARIANCE (+/-)	DELIVERABLES / NOTES
<b>Subtotal</b>				

MARKETING DIRECTOR SIGNATURE

FINANCE APPROVAL SIGNATURE