Budget and Billing Records: Tech Innovations Ltd.

# Introduction

This document outlines the budget allocation, spending, and billing records for Tech Innovations Ltd. related to their digital marketing campaigns managed by the Digital Marketing Agency. It provides a detailed breakdown of costs associated with each campaign, payments made, and any adjustments based on campaign performance.

# Budget Overview

The total marketing budget allocated for the year 2024 was $50,000, distributed across various campaigns to support the strategic objectives of Tech Innovations Ltd. The budget was allocated as follows:

- Tech Trendsetters Campaign: $10,000  
- Product Launch Campaign: $15,000  
- Continuous Online Presence: $10,000  
- Special Projects & Innovations: $15,000

# Spending Summary

As of the end of Q2 2024, the spending on marketing campaigns is as follows:

- Tech Trendsetters Campaign: $9,500 (Completed)  
- Product Launch Campaign: $7,000 (Ongoing)  
- Continuous Online Presence: $5,500 (Ongoing)  
- Special Projects & Innovations: $2,000 (Planned)

# Billing Records

Tech Innovations Ltd. has made the following payments towards the marketing campaigns:

- Invoice #001: $10,000 (Tech Trendsetters Campaign)  
- Invoice #002: $5,000 (Initial payment for Product Launch Campaign)  
- Invoice #003: $5,500 (Continuous Online Presence)  
Note: All invoices were paid in full within the 30-day payment term.

# Adjustments and Notes

Given the under-spending on the 'Tech Trendsetters' campaign, a portion of the remaining budget will be reallocated to the 'Product Launch Campaign' to support additional advertising efforts. The 'Special Projects & Innovations' budget remains flexible to accommodate new opportunities as they arise.