SEO Business Marketing Budget Planner

[your busines name here] Professional SEO
Prepared by [your name here]

Marketing Budget - Summary

		Janua	ry		Februa	ry		March	1		April			May			June	
Category	Forecast	Actual	Difference															
Research	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Communications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Networking	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Event	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Meal	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
List Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Audio/Visual Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Additional Costs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Giveaways	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
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Promotions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Public Relations	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
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Giveaways	\$	- ;	\$	-	\$ -		\$ -	\$	-	\$ -	\$	-	\$ -	-	\$ -	\$ -	\$	-	\$ -	9	; -	9	· -	\$	-	\$	-	\$ -	\$ -
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SEO Business Marketing Budget Planner

	Marke	ting Budge	t - Januar	у					
Category	Forecasted Quantity	Forecasted Cost per Unit	Forecasted Subtotal	Notes	Actual Quantity	Actual Cost per Unit	Actual Subtotal	Notes	Difference
Research									
Research firm fees			\$ -				\$ -		\$
Web research			\$ -				\$ -		\$
Independent research			\$ -				\$ -		\$
Other research			\$ -				\$ -		\$
Research Costs Total			\$ -				\$ -		\$
ommunications									
Promotional brochures			\$ -				\$ -		\$
Television			\$ -				\$ -		\$
Radio			\$ -				\$ -		\$
Web			\$ -				\$ -		\$
Communications Costs Total			\$ -				\$ -		\$
Networking									
Memberships			\$ -				\$ -		\$
Affiliations			\$ -				\$ -		\$
Subscriptions			\$ -				\$ -		\$
Networking Costs Total			\$ -				\$ -		\$
Event									
Number of attendees									
Neal									
Food			\$ -				\$ -		\$
Tax (10%)			\$ -				\$ -		\$
Food and beverage gratuity (20%)			\$ -				\$ -		\$
Meal Costs Subtotal			\$ -				\$ -		\$
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Valet services			\$ -				\$ -		\$
Entertainment #1			\$ -				\$ -		\$
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Other services			\$ -				\$ -		\$
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Audio/Visual Services								
Basis BA system and a discus		•					•	
Basic PA system and podium		\$	-		\$	-	\$	•
Screen		\$	-		\$	-	\$	-
XGA data/video projector rental Wireless mouse		\$ \$	-		\$	-	\$ \$	•
Power strips		\$ \$	-		\$ \$	-	\$ \$	-
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Extension cords Lavalier microphone		\$ \$	-		\$	-	\$ \$	•
Labor and AV technicians		\$	-		\$	-	\$	
Tax (8.8%)		\$ \$	-		* \$	-	\$	
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Audio/Visual Services Subtotal		\$	-		\$	-	\$	-
Additional Costs								
Invitation (printing and postage costs)		\$	-		\$	-	\$	-
Time & Expense (T&E)		\$	-		\$	-	\$	-
Company staff T&E		\$	-		\$	-	\$	-
Customer testimonial T&E		\$	-		\$	-	\$	-
Additional Costs Subtotal		\$	-		\$	-	\$	-
Giveaways								
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Giveaway #2		\$	-		\$	-	\$	-
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Event Price per Person Promotions	#DIV/0!			#DIV/0!				
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SEO Business Marketing Budget Planner

	Market	ing Budge	t - Februa	ry					
Category	Forecasted Quantity	Forecasted Cost per Unit	Forecasted Subtotal	Notes	Actual Quantity	Actual Cost per Unit	Actual Subtotal	Notes	Difference
Research									
Research firm fees			\$ -				\$ -		\$
Web research			\$ -				\$ -		\$
Independent research			\$ -				\$ -		\$
Other research			\$ -				\$ -		\$
Research Costs Total			\$ -				\$ -		\$
Communications									
Promotional brochures			\$ -				\$ -		\$
Television			\$ -				\$ -		\$
Radio			\$ -				\$ -		\$
Web			\$ -				\$ -		\$
Communications Costs Total			\$ -				\$ -		\$
Networking									
Memberships			\$ -				\$ -		\$
Affiliations			\$ -				\$ -		\$
Subscriptions			\$ -				\$ -		\$
Networking Costs Total			\$ -				\$ -		\$
Event									
Number of attendees									
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Food			\$ -				\$ -		\$
Tax (10%)			\$ -				\$ -		\$
Food and beverage gratuity (20%)			\$ -				\$ -		\$
Meal Costs Subtotal			\$ -				\$ -		\$
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Entertainment #2			\$ -				\$ -		\$
Other services			\$ -				\$ -		\$
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Audio/Visual Services								
Basis BA system and a discus		•					•	
Basic PA system and podium		\$	-		\$	-	\$	•
Screen		\$	-		\$	-	\$	-
XGA data/video projector rental Wireless mouse		\$ \$	-		\$	-	\$ \$	•
Power strips		\$ \$	-		\$ \$	-	\$ \$	-
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Extension cords Lavalier microphone		\$ \$	-		\$	-	\$ \$	•
Labor and AV technicians		\$	-		\$	-	\$	
Tax (8.8%)		\$ \$	-		* \$	-	\$	
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Audio/Visual Services Subtotal		\$	-		\$	-	\$	-
Additional Costs								
Invitation (printing and postage costs)		\$	-		\$	-	\$	-
Time & Expense (T&E)		\$	-		\$	-	\$	-
Company staff T&E		\$	-		\$	-	\$	-
Customer testimonial T&E		\$	-		\$	-	\$	-
Additional Costs Subtotal		\$	-		\$	-	\$	-
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	Marke	eting Budg	et - March						
Category	Forecasted Quantity	Forecasted Cost per Unit	Forecasted Subtotal	Notes	Actual Quantity	Actual Cost per Unit	Actual Subtotal	Notes	Difference
Research									
Research firm fees			\$ -				\$ -		\$
Web research			\$ -				\$ -		\$
Independent research			\$ -				\$ -		\$
Other research			\$ -				\$ -		\$
Research Costs Total			\$ -				\$ -		\$
ommunications									
Promotional brochures			\$ -				\$ -		\$
Television			\$ -				\$ -		\$
Radio			\$ -				\$ -		\$
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Networking Costs Total			\$ -				\$ -		\$
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lumber of attendees									
leal									
Food			\$ -				\$ -		\$
Tax (10%)			\$ -				\$ -		\$
Food and beverage gratuity (20%)			\$ -				\$ -		\$
Meal Costs Subtotal			\$ -				\$ -		\$
ist Services									
Valot convices			¢				¢		e
Valet services			\$ -				\$ -		\$
Entertainment #1			\$ -				\$ -		\$
Entertainment #2			\$ -				\$ -		\$
Other services			\$ -				\$ -		\$
List Services Costs Subtotal			\$ -				\$ -		\$

Audio/Visual Services								
Basis BA system and a discus		•					•	
Basic PA system and podium		\$	-		\$	-	\$	•
Screen		\$	-		\$	-	\$	-
XGA data/video projector rental Wireless mouse		\$ \$	-		\$	-	\$ \$	•
Power strips		\$ \$	-		\$ \$	-	\$ \$	-
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Extension cords Lavalier microphone		\$ \$	-		\$	-	\$ \$	•
Labor and AV technicians		\$	-		\$	-	\$	
Tax (8.8%)		\$ \$	-		* \$	-	\$	
ταχ (0.070)		Ψ			Ψ		•	
Audio/Visual Services Subtotal		\$	-		\$	-	\$	-
Additional Costs								
Invitation (printing and postage costs)		\$	-		\$	-	\$	-
Time & Expense (T&E)		\$	-		\$	-	\$	-
Company staff T&E		\$	-		\$	-	\$	-
Customer testimonial T&E		\$	-		\$	-	\$	-
Additional Costs Subtotal		\$	-		\$	-	\$	-
Giveaways								
-								
Giveaway #1		\$	-		\$	-	\$	-
Giveaway #2		\$	-		\$	-	\$	-
Giveaway Subtotal		\$			\$	-	\$	_
Giveaway Subtotal		Ψ	-		Ψ	-	4	-
Event Costs Total		\$	-		\$	-		
Event Price per Person	#DIV/0!			#DIV/0!				
Event Price per Person Promotions	#DIV/0!			#DIV/0!				
Promotions	#DIV/0!			#DIV/0!] .	
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Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
Promotions Product giveaways	#DIV/0!			#DIV/0!				- - -
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
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Promotions Product giveaways Product discounts Special offers	#DIV/0!	\$	-	#DIV/0!	\$ \$	-	\$ \$	
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Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)	#DIV/0!	\$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
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SEO Business Marketing Budget Planner

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Country Cost per Unit Subtotal Notes Quantity Cost per Unit Subtotal Notes Difference		Mark	eting Bud	get - April					
Research firm fees	Category				Notes			Notes	Difference
Web research	Research								
Web research	Research firm fees			\$ -			s -		\$
Independent research									
S									
Promotional brochures	Other research								
Promotional brochures	Research Costs Total			\$ -			\$ -		\$
Television	Communications								
Television	Promotional brochures			\$ -			s -		\$
Radio	Television								
S	Radio								
Memberships	Web								\$
Memberships	Communications Costs Total			\$ -			\$ -		\$
Affiliations	Networking								
Affiliations	Memberships			\$ -			s -		\$
Subscriptions	•								
Vent Vumber of attendees	Subscriptions								
Seal	Networking Costs Total			\$ -			\$ -		\$
Seal	Event								
Food	Number of attendees								
Tax (10%) \$ - \$ \$ Food and beverage gratuity (20%) \$ - \$ \$ Meal Costs Subtotal \$ - \$ \$ Sist Services Valet services \$ - \$ - \$ \$ Entertainment #1 \$ - \$ - \$ \$ Entertainment #2 \$ - \$ - \$ \$ Other services \$ - \$ - \$ \$	Meal								
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Meal Costs Subtotal \$ - \$ ist Services \$ - \$ \$ Valet services \$ - \$ \$ Entertainment #1 \$ - \$ - Entertainment #2 \$ - \$ - Other services \$ - \$ -							\$ -		
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Valet services \$ - \$ \$	Meal Costs Subtotal			\$ -			\$ -		\$
Entertainment #1 \$ - \$ - \$ \$	List Services								
Entertainment #1 \$ - \$ - \$ \$	Valet services			\$ -			\$ -		\$
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Other services \$ - \$									
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	List Services Costs Subtotal			\$ -			\$ -		\$

Audio/Visual Services								
Basis BA system and a discus		•					•	
Basic PA system and podium		\$	-		\$	-	\$	•
Screen		\$	-		\$	-	\$	-
XGA data/video projector rental Wireless mouse		\$ \$	-		\$	-	\$ \$	•
Power strips		\$ \$	-		\$ \$	-	\$ \$	-
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Extension cords Lavalier microphone		\$ \$	-		\$	-	\$ \$	•
Labor and AV technicians		\$	-		\$	-	\$	
Tax (8.8%)		\$ \$	-		* \$	-	\$	
ταχ (0.070)		Ψ			Ψ		•	
Audio/Visual Services Subtotal		\$	-		\$	-	\$	-
Additional Costs								
Invitation (printing and postage costs)		\$	-		\$	-	\$	-
Time & Expense (T&E)		\$	-		\$	-	\$	-
Company staff T&E		\$	-		\$	-	\$	-
Customer testimonial T&E		\$	-		\$	-	\$	-
Additional Costs Subtotal		\$	-		\$	-	\$	-
Giveaways								
-								
Giveaway #1		\$	-		\$	-	\$	-
Giveaway #2		\$	-		\$	-	\$	-
Giveaway Subtotal		\$			\$	-	\$	_
Giveaway Subtotal		Ψ	-		Ψ	-	4	-
Event Costs Total		\$	-		\$	-		
Event Price per Person	#DIV/0!			#DIV/0!				
Event Price per Person Promotions	#DIV/0!			#DIV/0!				
Promotions	#DIV/0!			#DIV/0!] .	
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Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
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Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
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Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	- - - - - -
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
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Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
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SEO Business Marketing Budget Planner

	Nass	ration Deal	act Mari						
	iviari	keting Bud	get - May						
ategory	Forecasted Quantity	Forecasted Cost per Unit	Forecasted Subtotal	Notes	Actual Quantity	Actual Cost per Unit	Actual Subtotal	Notes	Difference
esearch									
Research firm fees			\$ -				\$ -		\$
Web research			\$ -				\$ -		\$
Independent research			\$ -				\$ -		\$
Other research			\$ -				\$ -		\$
Research Costs Total			\$ -				\$ -		\$
ommunications									
Promotional brochures			\$ -				\$ -		\$
Television			\$ -				\$ -		\$
Radio			\$ -				\$ -		\$
Web			\$ -				\$ -		\$
Communications Costs Total			\$ -				\$ -		\$
Networking									
Memberships			\$ -				\$ -		\$
Affiliations			\$ -				\$ -		\$
Subscriptions			\$ -				\$ -		\$
			Ψ				Ψ -		
Networking Costs Total			\$ -				\$ -		\$
vent									
lumber of attendees									
leal									
Food			\$ -				\$ -		\$
Tax (10%)			\$ -				\$ -		\$
Food and beverage gratuity (20%)			\$ -				\$ -		\$
Meal Costs Subtotal			\$ -				\$ -		\$
ist Services									
Valet services			\$ -				\$ -		\$
Entertainment #1			\$ -				\$ -		\$
Entertainment #2			\$ -				\$ -		\$
Other services			\$ -				\$ -		\$
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List Services Costs Subtotal			\$ -				\$ -		\$

Audio/Visual Services								
Basis BA system and a discus		•					•	
Basic PA system and podium		\$	-		\$	-	\$	•
Screen		\$	-		\$	-	\$	-
XGA data/video projector rental Wireless mouse		\$ \$	-		\$	-	\$ \$	•
Power strips		\$ \$	-		\$ \$	-	\$ \$	-
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Extension cords Lavalier microphone		\$ \$	-		\$	-	\$ \$	•
Labor and AV technicians		\$	-		\$	-	\$	
Tax (8.8%)		\$ \$	-		* \$	-	\$	
ταχ (0.070)		Ψ			Ψ		•	
Audio/Visual Services Subtotal		\$	-		\$	-	\$	-
Additional Costs								
Invitation (printing and postage costs)		\$	-		\$	-	\$	-
Time & Expense (T&E)		\$	-		\$	-	\$	-
Company staff T&E		\$	-		\$	-	\$	-
Customer testimonial T&E		\$	-		\$	-	\$	-
Additional Costs Subtotal		\$	-		\$	-	\$	-
Giveaways								
-								
Giveaway #1		\$	-		\$	-	\$	-
Giveaway #2		\$	-		\$	-	\$	-
Giveaway Subtotal		\$			\$	-	\$	_
Giveaway Subtotal		Ψ	-		Ψ	-	4	-
Event Costs Total		\$	-		\$	-		
Event Price per Person	#DIV/0!			#DIV/0!				
Event Price per Person Promotions	#DIV/0!			#DIV/0!				
Promotions	#DIV/0!			#DIV/0!] .	
Promotions Product giveaways	#DIV/0!	\$	-	#DIV/0!	\$	•	\$	-
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
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Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
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Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships Public Relations Costs Total	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	

SEO Business Marketing Budget Planner

	Mark	eting Budo	get - June						
Category	Forecasted Quantity	Forecasted Cost per Unit	Forecasted Subtotal	Notes	Actual Quantity	Actual Cost per Unit	Actual Subtotal	Notes	Difference
esearch									
Research firm fees			\$ -				\$ -		\$
Web research			\$ -				\$ -		\$
Independent research			\$ -				\$ -		\$
Other research			\$ -				\$ -		\$
Research Costs Total			\$ -				\$ -		\$
Communications									
Promotional brochures			\$ -				\$ -		\$
Television			\$ -				\$ -		\$
Radio			\$ -				\$ -		\$
Web			\$ -				\$ -		\$
Communications Costs Total			\$ -				\$ -		\$
Networking									
Memberships			\$ -				\$ -		\$
Affiliations			\$ -				\$ -		\$
Subscriptions			\$ -				\$ -		\$
Networking Costs Total			\$ -				\$ -		\$
Event									
Number of attendees									
Neal									
Food			\$ -				\$ -		\$
Tax (10%)			\$ -				\$ -		\$
Food and beverage gratuity (20%)			\$ -				\$ -		\$
Meal Costs Subtotal			\$ -				\$ -		\$
ist Services									
Valet services			\$ -				\$ -		\$
Entertainment #1			\$ -				\$ -		\$
Entertainment #2			\$ -				\$ -		\$
Other services			\$ -				\$ -		\$
List Services Costs Subtotal			\$ -				\$ -		\$
LIST OCIVICES COSTS SUBTOTAL			· -				ψ -		Ÿ

Audio/Visual Services								
Basis BA system and a discus		•					•	
Basic PA system and podium		\$	-		\$	-	\$	•
Screen		\$	-		\$	-	\$	-
XGA data/video projector rental Wireless mouse		\$ \$	-		\$	-	\$ \$	•
Power strips		\$ \$	-		\$ \$	-	\$ \$	-
·		• • • • • • • • • • • • • • • • • • •	-		\$	-	\$	-
Extension cords Lavalier microphone		\$ \$	-		\$	-	\$ \$	•
Labor and AV technicians		\$	-		\$	-	\$	
Tax (8.8%)		\$ \$	-		* \$	-	\$	
ταχ (0.070)		Ψ			Ψ		•	
Audio/Visual Services Subtotal		\$	-		\$	-	\$	-
Additional Costs								
Invitation (printing and postage costs)		\$	-		\$	-	\$	-
Time & Expense (T&E)		\$	-		\$	-	\$	-
Company staff T&E		\$	-		\$	-	\$	-
Customer testimonial T&E		\$	-		\$	-	\$	-
Additional Costs Subtotal		\$	-		\$	-	\$	-
Giveaways								
-								
Giveaway #1		\$	-		\$	-	\$	-
Giveaway #2		\$	-		\$	-	\$	-
Giveaway Subtotal		\$			\$	-	\$	_
Giveaway Subtotal		Ψ	-		Ψ	-	4	-
Event Costs Total		\$	-		\$	-		
Event Price per Person	#DIV/0!			#DIV/0!				
Event Price per Person Promotions	#DIV/0!			#DIV/0!				
Promotions	#DIV/0!			#DIV/0!] .	
Promotions Product giveaways	#DIV/0!	\$	-	#DIV/0!	\$	•	\$	-
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
Promotions Product giveaways	#DIV/0!			#DIV/0!				- - -
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total	#DIV/0!	\$	-	#DIV/0!	\$ \$	-	\$ \$	
Promotions Product giveaways Product discounts Special offers	#DIV/0!	\$	-	#DIV/0!	\$ \$	-	\$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)	#DIV/0!	\$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)	#DIV/0!	\$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$:	#DIV/0!	\$ \$		\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio	#DIV/0!	\$ \$ \$ \$ \$ \$	· · · · · · · · · · · · · · · · · · ·	#DIV/0!	\$ \$ \$ \$ \$ \$	-	\$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers	#DIV/0!	\$ \$ \$ \$ \$ \$ \$	· · · · · · · · · · · · · · · · · · ·	#DIV/0!	\$ \$ \$ \$ \$ \$	-	\$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	- - - - - -
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships Public Relations Costs Total	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	

SEO Business Marketing Budget Planner

	Mari	keting Bud	ant - luby						
	IVIAIT	keting bud	get - July						
ategory	Forecasted Quantity	Forecasted Cost per Unit	Forecasted Subtotal	Notes	Actual Quantity	Actual Cost per Unit	Actual Subtotal	Notes	Difference
esearch									
Research firm fees			\$ -				\$ -		\$
Web research			\$ -				\$ -		\$
Independent research			\$ -				\$ -		\$
Other research			\$ -				\$ -		\$
Research Costs Total			\$ -				\$ -		\$
Communications									
Promotional brochures			\$ -				\$ -		\$
Television			\$ -				\$ -		\$
Radio			\$ -				\$ -		\$
Web			\$ -				\$ -		\$
			•						
Communications Costs Total			\$ -				\$ -		\$
Networking									
Memberships			\$ -				\$ -		\$
Affiliations			\$ -				\$ -		\$
Subscriptions			\$ -				\$ -		\$
			•						
Networking Costs Total			\$ -				\$ -		\$
event									
lumber of attendees									
leal									
Food			\$ -				\$ -		\$
Tax (10%)			\$ -				\$ -		\$
Food and beverage gratuity (20%)			\$ -				\$ -		\$
Meal Costs Subtotal			\$ -				\$ -		\$
List Services									
Valet services			\$ -				\$ -		\$
Entertainment #1			\$ -				\$ -		\$
Entertainment #1 Entertainment #2			\$ -				\$ -		\$
Other services			\$ -				\$ -		\$
Outer services			Ψ -				Ψ -		Ť
List Services Costs Subtotal			\$ -				\$ -		\$

Audio/Visual Services								
Basis BA system and a discus		•					•	
Basic PA system and podium		\$	-		\$	-	\$	•
Screen		\$	-		\$	-	\$	-
XGA data/video projector rental Wireless mouse		\$ \$	-		\$	-	\$ \$	•
Power strips		\$ \$	-		\$ \$	-	\$ \$	-
·		• • • • • • • • • • • • • • • • • • •	-		\$	-	\$	-
Extension cords Lavalier microphone		\$ \$	-		\$	-	\$ \$	•
Labor and AV technicians		\$	-		\$	-	\$	
Tax (8.8%)		\$ \$	-		* \$	-	\$	
ταχ (0.070)		Ψ			Ψ		•	
Audio/Visual Services Subtotal		\$	-		\$	-	\$	-
Additional Costs								
Invitation (printing and postage costs)		\$	-		\$	-	\$	-
Time & Expense (T&E)		\$	-		\$	-	\$	-
Company staff T&E		\$	-		\$	-	\$	-
Customer testimonial T&E		\$	-		\$	-	\$	-
Additional Costs Subtotal		\$	-		\$	-	\$	-
Giveaways								
-								
Giveaway #1		\$	-		\$	-	\$	-
Giveaway #2		\$	-		\$	-	\$	-
Giveaway Subtotal		\$			\$	-	\$	_
Giveaway Subtotal		Ψ	-		Ψ	-	4	-
Event Costs Total		\$	-		\$	-		
Event Price per Person	#DIV/0!			#DIV/0!				
Event Price per Person Promotions	#DIV/0!			#DIV/0!				
Promotions	#DIV/0!			#DIV/0!] .	
Promotions Product giveaways	#DIV/0!	\$	-	#DIV/0!	\$	•	\$	-
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
Promotions Product giveaways	#DIV/0!			#DIV/0!				- - -
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total	#DIV/0!	\$	-	#DIV/0!	\$ \$	-	\$ \$	
Promotions Product giveaways Product discounts Special offers	#DIV/0!	\$	-	#DIV/0!	\$ \$	-	\$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)	#DIV/0!	\$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)	#DIV/0!	\$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$:	#DIV/0!	\$ \$		\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio	#DIV/0!	\$ \$ \$ \$ \$ \$	· · · · · · · · · · · · · · · · · · ·	#DIV/0!	\$ \$ \$ \$ \$ \$	-	\$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers	#DIV/0!	\$ \$ \$ \$ \$ \$ \$	· · · · · · · · · · · · · · · · · · ·	#DIV/0!	\$ \$ \$ \$ \$ \$	-	\$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	- - - - - -
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships Public Relations Costs Total	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	

SEO Business Marketing Budget Planner

	Marko	ting Budge	at - Amane	t					
	iviai NC	ang baage	. Augus	•					
category	Forecasted Quantity	Forecasted Cost per Unit	Forecasted Subtotal	Notes	Actual Quantity	Actual Cost per Unit	Actual Subtotal	Notes	Difference
desearch									
Research firm fees			\$ -				\$ -		\$
Web research			\$ -				\$ -		\$
Independent research			\$ -				\$ -		\$
Other research			\$ -				\$ -		\$
Research Costs Total			\$ -				\$ -		\$
communications									
Promotional brochures			\$ -				\$ -		\$
Television			\$ -				\$ -		\$
Radio			\$ -				\$ -		\$
Web			\$ -				\$ -		\$
Communications Costs Total			\$ -				\$ -		\$
Networking									
Memberships			\$ -				\$ -		\$
Affiliations			\$ -				\$ -		\$
Subscriptions			\$ -				\$ -		\$
Subscriptions			-				.		Ψ
Networking Costs Total			\$ -				\$ -		\$
Event									
Number of attendees									
l leal									
Food			\$ -				\$ -		\$
Tax (10%)			\$ -				\$ -		\$
Food and beverage gratuity (20%)			\$ -				\$ -		\$
Meal Costs Subtotal			\$ -				\$ -		\$
ist Services									
Valet services			\$ -				\$ -		\$
Entertainment #1			\$ -				\$ -		\$
Entertainment #2			\$ -				\$ -		\$
Other services			\$ -				\$ -		\$
List Services Costs Subtotal			\$ -				\$ -		\$

Audio/Visual Services								
Basis BA system and a discus		•					•	
Basic PA system and podium		\$	-		\$	-	\$	•
Screen		\$	-		\$	-	\$	-
XGA data/video projector rental Wireless mouse		\$ \$	-		\$	-	\$ \$	•
Power strips		\$ \$	-		\$ \$	-	\$ \$	-
·		• • • • • • • • • • • • • • • • • • •	-		\$	-	\$	-
Extension cords Lavalier microphone		\$ \$	-		\$	-	\$ \$	•
Labor and AV technicians		\$	-		\$	-	\$	
Tax (8.8%)		\$ \$	-		* \$	-	\$	
ταχ (0.070)		Ψ			Ψ		•	
Audio/Visual Services Subtotal		\$	-		\$	-	\$	-
Additional Costs								
Invitation (printing and postage costs)		\$	-		\$	-	\$	-
Time & Expense (T&E)		\$	-		\$	-	\$	-
Company staff T&E		\$	-		\$	-	\$	-
Customer testimonial T&E		\$	-		\$	-	\$	-
Additional Costs Subtotal		\$	-		\$	-	\$	-
Giveaways								
-								
Giveaway #1		\$	-		\$	-	\$	-
Giveaway #2		\$	-		\$	-	\$	-
Giveaway Subtotal		\$			\$	-	\$	_
Giveaway Subtotal		Ψ	-		Ψ	-	4	-
Event Costs Total		\$	-		\$	-		
Event Price per Person	#DIV/0!			#DIV/0!				
Event Price per Person Promotions	#DIV/0!			#DIV/0!				
Promotions	#DIV/0!			#DIV/0!] .	
Promotions Product giveaways	#DIV/0!	\$	-	#DIV/0!	\$	•	\$	-
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
Promotions Product giveaways	#DIV/0!			#DIV/0!				- - -
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total	#DIV/0!	\$	-	#DIV/0!	\$ \$	-	\$ \$	
Promotions Product giveaways Product discounts Special offers	#DIV/0!	\$	-	#DIV/0!	\$ \$	-	\$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)	#DIV/0!	\$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)	#DIV/0!	\$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$:	#DIV/0!	\$ \$		\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio	#DIV/0!	\$ \$ \$ \$ \$ \$	· · · · · · · · · · · · · · · · · · ·	#DIV/0!	\$ \$ \$ \$ \$ \$	-	\$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers	#DIV/0!	\$ \$ \$ \$ \$ \$ \$	· · · · · · · · · · · · · · · · · · ·	#DIV/0!	\$ \$ \$ \$ \$ \$	-	\$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	- - - - - -
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships Public Relations Costs Total	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	

SEO Business Marketing Budget Planner

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	Marketi	ng Budget	- Septemb	ber					
Category	Forecasted Quantity	Forecasted Cost per Unit	Forecasted Subtotal	Notes	Actual Quantity	Actual Cost per Unit	Actual Subtotal	Notes	Difference
Research									
Research firm fees			\$ -				\$ -		\$
Web research			\$ -				\$ -		\$
Independent research			\$ -				\$ -		\$
Other research			\$ -				\$ -		\$
Research Costs Total			\$ -				\$ -		\$
Communications									
Promotional brochures			\$ -				\$ -		\$
Television			\$ -				\$ -		\$
Radio			\$ -				\$ -		\$
Web			\$ -				\$ -		\$
Communications Costs Total			\$ -				\$ -		\$
Networking									
Memberships			\$ -				\$ -		\$
Affiliations			\$ -				\$ -		\$
Subscriptions			\$ -				\$ -		\$
Networking Costs Total			\$ -				\$ -		\$
Event									
Number of attendees									
Meal									
Food			\$ -				\$ -		\$
Tax (10%)			\$ -				\$ -		\$
Food and beverage gratuity (20%)			\$ -				\$ -		\$
Meal Costs Subtotal			\$ -				\$ -		\$
ist Services									
Valet services			\$ -				\$ -		\$
Entertainment #1			\$ -				\$ -		\$
Entertainment #2			\$ -				\$ -		\$
Other services			\$ -				\$ -		\$
List Services Costs Subtotal			\$ -				\$ -		\$
			•						

Audio/Visual Services								
Basis BA system and a discus		•					•	
Basic PA system and podium		\$	-		\$	-	\$	•
Screen		\$	-		\$	-	\$	-
XGA data/video projector rental Wireless mouse		\$ \$	-		\$	-	\$ \$	•
Power strips		\$ \$	-		\$ \$	-	\$ \$	-
·		• • • • • • • • • • • • • • • • • • •	-		\$	-	\$	-
Extension cords Lavalier microphone		\$ \$	-		\$	-	\$ \$	•
Labor and AV technicians		\$	-		\$	-	\$	
Tax (8.8%)		\$ \$	-		* \$	-	\$	
ταχ (0.070)		Ψ			Ψ		•	
Audio/Visual Services Subtotal		\$	-		\$	-	\$	-
Additional Costs								
Invitation (printing and postage costs)		\$	-		\$	-	\$	-
Time & Expense (T&E)		\$	-		\$	-	\$	-
Company staff T&E		\$	-		\$	-	\$	-
Customer testimonial T&E		\$	-		\$	-	\$	-
Additional Costs Subtotal		\$	-		\$	-	\$	-
Giveaways								
-								
Giveaway #1		\$	-		\$	-	\$	-
Giveaway #2		\$	-		\$	-	\$	-
Giveaway Subtotal		\$			\$	-	\$	_
Giveaway Subtotal		Ψ	-		Ψ	-	4	-
Event Costs Total		\$	-		\$	-		
Event Price per Person	#DIV/0!			#DIV/0!				
Event Price per Person Promotions	#DIV/0!			#DIV/0!				
Promotions	#DIV/0!			#DIV/0!] .	
Promotions Product giveaways	#DIV/0!	\$	-	#DIV/0!	\$	•	\$	-
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
Promotions Product giveaways	#DIV/0!			#DIV/0!				- - -
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total	#DIV/0!	\$	-	#DIV/0!	\$ \$	-	\$ \$	
Promotions Product giveaways Product discounts Special offers	#DIV/0!	\$	-	#DIV/0!	\$ \$	-	\$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)	#DIV/0!	\$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)	#DIV/0!	\$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$:	#DIV/0!	\$ \$		\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio	#DIV/0!	\$ \$ \$ \$ \$ \$	· · · · · · · · · · · · · · · · · · ·	#DIV/0!	\$ \$ \$ \$ \$ \$	-	\$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers	#DIV/0!	\$ \$ \$ \$ \$ \$ \$	· · · · · · · · · · · · · · · · · · ·	#DIV/0!	\$ \$ \$ \$ \$ \$	-	\$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	- - - - - -
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships Public Relations Costs Total	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	

SEO Business Marketing Budget Planner

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	Marke	ting Budge	t - Octobe	er					
Category	Forecasted Quantity	Forecasted Cost per Unit	Forecasted Subtotal	Notes	Actual Quantity	Actual Cost per Unit	Actual Subtotal	Notes	Difference
esearch									
Research firm fees			\$ -				\$ -		\$
Web research			\$ -				\$ -		\$
Independent research			\$ -				\$ -		\$
Other research			\$ -				\$ -		\$
Research Costs Total			\$ -				\$ -		\$
ommunications									
Promotional brochures			\$ -				\$ -		\$
Television			\$ -				\$ -		\$
Radio			\$ -				\$ -		\$
Web			\$ -				\$ -		\$
Communications Costs Total			\$ -				\$ -		\$
letworking									
Memberships			\$ -				\$ -		\$
Affiliations			\$ -				\$ -		\$
Subscriptions			\$ -				\$ -		\$
			·						
Networking Costs Total			\$ -				\$ -		\$
vent									
lumber of attendees									
leal									
Food			\$ -				\$ -		\$
Tax (10%)			\$ -				\$ -		\$
Food and beverage gratuity (20%)			\$ -				\$ -		\$
Meal Costs Subtotal			\$ -				\$ -		\$
ist Services									
Valet services			\$ -				\$ -		\$
Entertainment #1			\$ -				\$ -		\$
Entertainment #2			\$ -				\$ -		\$
Other services			\$ -				\$ -		\$
List Services Costs Subtotal			\$ -				\$ -		\$

Audio/Visual Services								
Basis BA system and a discus		•					•	
Basic PA system and podium		\$	-		\$	-	\$	•
Screen		\$	-		\$	-	\$	-
XGA data/video projector rental Wireless mouse		\$ \$	-		\$	-	\$ \$	•
Power strips		\$ \$	-		\$ \$	-	\$ \$	-
·		• • • • • • • • • • • • • • • • • • •	-		\$	-	\$	-
Extension cords Lavalier microphone		\$ \$	-		\$	-	\$ \$	•
Labor and AV technicians		\$	-		\$	-	\$	
Tax (8.8%)		\$ \$	-		* \$	-	\$	
ταχ (0.070)		Ψ			Ψ		•	
Audio/Visual Services Subtotal		\$	-		\$	-	\$	-
Additional Costs								
Invitation (printing and postage costs)		\$	-		\$	-	\$	-
Time & Expense (T&E)		\$	-		\$	-	\$	-
Company staff T&E		\$	-		\$	-	\$	-
Customer testimonial T&E		\$	-		\$	-	\$	-
Additional Costs Subtotal		\$	-		\$	-	\$	-
Giveaways								
-								
Giveaway #1		\$	-		\$	-	\$	-
Giveaway #2		\$	-		\$	-	\$	-
Giveaway Subtotal		\$			\$	-	\$	_
Giveaway Subtotal		Ψ	-		Ψ	-	4	-
Event Costs Total		\$	-		\$	-		
Event Price per Person	#DIV/0!			#DIV/0!				
Event Price per Person Promotions	#DIV/0!			#DIV/0!				
Promotions	#DIV/0!			#DIV/0!] .	
Promotions Product giveaways	#DIV/0!	\$	-	#DIV/0!	\$	•	\$	-
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
Promotions Product giveaways	#DIV/0!			#DIV/0!				- - -
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total	#DIV/0!	\$	-	#DIV/0!	\$ \$	-	\$ \$	
Promotions Product giveaways Product discounts Special offers	#DIV/0!	\$	-	#DIV/0!	\$ \$	-	\$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)	#DIV/0!	\$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)	#DIV/0!	\$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$:	#DIV/0!	\$ \$		\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio	#DIV/0!	\$ \$ \$ \$ \$ \$	· · · · · · · · · · · · · · · · · · ·	#DIV/0!	\$ \$ \$ \$ \$ \$	-	\$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers	#DIV/0!	\$ \$ \$ \$ \$ \$ \$	· · · · · · · · · · · · · · · · · · ·	#DIV/0!	\$ \$ \$ \$ \$ \$	-	\$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	- - - - - -
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships Public Relations Costs Total	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	

SEO Business Marketing Budget Planner

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	Marketi	ng Budget	- Novemb	er					
Category	Forecasted Quantity	Forecasted Cost per Unit	Forecasted Subtotal	Notes	Actual Quantity	Actual Cost per Unit	Actual Subtotal	Notes	Difference
Research									
Research firm fees			\$ -				\$ -		\$
Web research			\$ -				\$ -		\$
Independent research			\$ -				\$ -		\$
Other research			\$ -				\$ -		\$
Research Costs Total			\$ -				\$ -		\$
Communications									
Promotional brochures			\$ -				\$ -		\$
Television			\$ -				\$ -		\$
Radio			\$ -				\$ -		\$
Web			\$ -				\$ -		\$
Communications Costs Total			\$ -				\$ -		\$
Networking									
Memberships			\$ -				\$ -		\$
Affiliations			\$ -				\$ -		\$
Subscriptions			\$ -				\$ -		\$
Networking Costs Total			\$ -				\$ -		\$
Event									
Number of attendees									
Meal									
Food			\$ -				\$ -		\$
Tax (10%)			\$ -				\$ -		\$
Food and beverage gratuity (20%)			\$ -				\$ -		\$
Meal Costs Subtotal			\$ -				\$ -		\$
ist Services									
Valet services			\$ -				\$ -		\$
Entertainment #1			\$ -				\$ -		\$
Entertainment #2			\$ -				\$ -		\$
Other services			\$ -				\$ -		\$
List Services Costs Subtotal			\$ -				\$ -		\$
List Ger vices Gosts Gubtotal			Ψ -				Ψ -		Y

Audio/Visual Services								
Basis BA system and a discus		•					•	
Basic PA system and podium		\$	-		\$	-	\$	•
Screen		\$	-		\$	-	\$	-
XGA data/video projector rental Wireless mouse		\$ \$	-		\$	-	\$ \$	•
Power strips		\$ \$	-		\$ \$	-	\$ \$	-
·		• • • • • • • • • • • • • • • • • • •	-		\$	-	\$	-
Extension cords Lavalier microphone		\$ \$	-		\$	-	\$ \$	•
Labor and AV technicians		\$	-		\$	-	\$	
Tax (8.8%)		\$ \$	-		* \$	-	\$	
ταχ (0.070)		Ψ			Ψ		•	
Audio/Visual Services Subtotal		\$	-		\$	-	\$	-
Additional Costs								
Invitation (printing and postage costs)		\$	-		\$	-	\$	-
Time & Expense (T&E)		\$	-		\$	-	\$	-
Company staff T&E		\$	-		\$	-	\$	-
Customer testimonial T&E		\$	-		\$	-	\$	-
Additional Costs Subtotal		\$	-		\$	-	\$	-
Giveaways								
-								
Giveaway #1		\$	-		\$	-	\$	-
Giveaway #2		\$	-		\$	-	\$	-
Giveaway Subtotal		\$			\$	-	\$	_
Giveaway Subtotal		Ψ	-		Ψ	-	4	-
Event Costs Total		\$	-		\$	-		
Event Price per Person	#DIV/0!			#DIV/0!				
Event Price per Person Promotions	#DIV/0!			#DIV/0!				
Promotions	#DIV/0!			#DIV/0!] .	
Promotions Product giveaways	#DIV/0!	\$	-	#DIV/0!	\$	•	\$	-
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
Promotions Product giveaways	#DIV/0!			#DIV/0!				- - -
Promotions Product giveaways Product discounts	#DIV/0!	\$	-	#DIV/0!	\$	-	\$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total	#DIV/0!	\$	-	#DIV/0!	\$ \$	-	\$ \$	
Promotions Product giveaways Product discounts Special offers	#DIV/0!	\$	-	#DIV/0!	\$ \$	-	\$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)	#DIV/0!	\$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)	#DIV/0!	\$ \$ \$	-	#DIV/0!	\$ \$	-	\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings	#DIV/0!	\$ \$ \$ \$ \$:	#DIV/0!	\$ \$		\$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio	#DIV/0!	\$ \$ \$ \$ \$ \$	· · · · · · · · · · · · · · · · · · ·	#DIV/0!	\$ \$ \$ \$ \$ \$	-	\$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers	#DIV/0!	\$ \$ \$ \$ \$ \$ \$	· · · · · · · · · · · · · · · · · · ·	#DIV/0!	\$ \$ \$ \$ \$ \$	-	\$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	- - - - - -
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
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Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships Public Relations Costs Total	#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		#DIV/0!	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	

SEO Business Marketing Budget Planner

			_					.,	y [your name ne
	Marketi	ing Budget	t - Deceml	oer					
Category	Forecasted Quantity	Forecasted Cost per Unit	Forecasted Subtotal	Notes	Actual Quantity	Actual Cost per Unit	Actual Subtotal	Notes	Difference
Research									
Research firm fees			\$ -				\$ -		\$
Web research			\$ -				\$ -		\$
Independent research			\$ -				\$ -		\$
Other research			\$ -				\$ -		\$
Research Costs Total			\$ -				\$ -		\$
ommunications									
Promotional brochures			\$ -				\$ -		\$
Television			\$ -				\$ -		\$
Radio			\$ -				\$ -		\$
Web			\$ -				\$ -		\$
Communications Costs Total			\$ -				\$ -		\$
etworking									
Memberships			\$ -				\$ -		\$
Affiliations			\$ -				\$ -		\$
Subscriptions			\$ -				\$ -		\$
Networking Costs Total			\$ -				\$ -		\$
vent									
lumber of attendees									
eal									
Food			\$ -				\$ -		\$
Tax (10%)			\$ -				\$ -		\$
Food and beverage gratuity (20%)			\$ -				\$ -		\$
Meal Costs Subtotal			\$ -				\$ -		\$
ist Services									
Valet services			\$ -				\$ -		\$
Entertainment #1			\$ -				\$ -		\$
Entertainment #2			\$ -				\$ -		\$
Other services			\$ -				\$ -		\$
List Services Costs Subtotal			\$ -				\$ -		\$

Audio/Visual Services							
Dania DA saustana and a adiam							•
Basic PA system and podium		\$	-		\$	-	\$
Screen		\$	-		\$	-	\$
XGA data/video projector rental Wireless mouse		\$ \$	-		\$	-	\$ \$
Power strips		\$	-		\$ \$	-	\$
•		\$	-		\$	-	\$
Extension cords Lavalier microphone		\$	-		\$	-	\$
Labor and AV technicians		\$	-		\$	-	\$
Tax (8.8%)		\$	-		* \$	-	\$
Tax (0.070)		Ψ			•		•
Audio/Visual Services Subtotal		\$	-		\$	-	\$
Additional Costs							
Invitation (printing and postage costs)		\$	-		\$	-	\$
Time & Expense (T&E)		\$	-		\$	-	\$
Company staff T&E		\$	-		\$	-	\$
Customer testimonial T&E		\$	-		\$	-	\$
Additional Costs Subtotal		\$	-		\$	•	\$
Giveaways							
-							
Giveaway #1		\$	-		\$	-	\$
Giveaway #2		\$	-		\$	-	\$
Givesway Subtetal		\$			\$	_	\$
Giveaway Subtotal		Đ	-		Ф	-	,
Event Costs Total		\$	-		\$	-	
Event Price per Person	#DIV/0!			#DIV/0!			
Promotions							
Promotions							
Promotions Product giveaways		\$	-		\$	-	\$
Promotions Product giveaways Product discounts		\$	-		\$	-	\$
Promotions Product giveaways							
Promotions Product giveaways Product discounts		\$	-		\$	-	\$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total		\$	-		\$	-	\$ \$
Promotions Product giveaways Product discounts Special offers		\$	-		\$	-	\$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)		\$	-		\$	-	\$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings		\$ \$ \$ \$ \$	-		\$ \$		\$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production)		\$ \$ \$	-		\$ \$	-	\$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings		\$ \$ \$ \$ \$	-		\$ \$ \$		\$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio		\$ \$ \$ \$ \$ \$	· · · · · · · · · · · · · · · · · · ·		\$ \$ \$ \$ \$ \$	-	\$ \$ \$ \$ \$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers		\$ \$ \$ \$ \$ \$ \$	- -		\$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$			\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$			\$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$			\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$			\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$			\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$			\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$			\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$			\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$			\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$			\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
Promotions Product giveaways Product discounts Special offers Promotions Costs Total Advertising Brochures (development and production) Mailings Postcards Television Radio Newspapers Billboards Bus sides Advertising Costs Total Public Relations Charity events Advertising Employee promotions Sponsorships Public Relations Costs Total	Grand Total	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$			\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$