**Budget Plan for Social Media Marketing Campaign**

**Phase 1: Initiation and Planning**

* **Personnel Costs:** 20% of Personnel Budget ($22,000) for project team involvement in project setup and planning.
* **Tools and Software:** 50% of the Tools and Software Budget ($5,000) is used for initial software acquisition and setup.
* **Contingency:** 10% of the Contingency Budget ($1,500) for unforeseen expenses during the initial phase.

**Phase 2: Implementation**

* **Personnel Costs:** 80% of the Personnel Budget ($88,000) for the execution of the marketing campaign.
* **Advertising and Promotion:** 100% of the Advertising and Promotion Budget ($25,000) for ad campaigns and influencer collaborations.
* **Tools and Software:** 50% of the Tools and Software Budget ($5,000) for ongoing software usage.
* **Contingency:** 40% of the Contingency Budget ($6,000) for potential issues during campaign execution.

**Phase 3: Monitoring, Control, and Closing**

* **Personnel Costs:** 20% of the Personnel Budget ($22,000) for campaign monitoring, analysis, and project wrap-up.
* **Tools and Software:** 0% of Tools and Software Budget (All software costs allocated to previous phases).
* **Contingency:** 50% of the Contingency Budget ($7,500) for potential unexpected costs during the closing phase.

### **Total Budget**

* Personnel Costs: $110,000
* Advertising and Promotion: $25,000
* Tools and Software: $10,000
* Contingency: $15,000
* **Total Budget:** $160,000

**Tabular format:**

| **Role** | **Annual Salary Estimate** | **Monthly Salary** | **Total Project Cost (2 months)** |
| --- | --- | --- | --- |
| Project Manager | $80,000 | $6,667 | $13,334 |
| Marketing Manager/Director | $100,000 | $8,333 | $16,666 |
| Marketing Analyst/Strategist | $70,000 | $5,833 | $11,666 |
| Digital Marketing Specialist | $55,000 | $4,583 | $9,167 |
| **Total** |  |  | **$40,833** |

| **Phase** | **Personnel Costs** | **Advertising & Promotion** | **Tools & Software** | **Contingency** | **Total** |
| --- | --- | --- | --- | --- | --- |
| Initiation and Planning | $10,166.40 | $25,000.00 | $10,000.00 | $15,000.00 | $60,166.40 |
| Implementation | $20,332.80 | $25,000.00 | $10,000.00 | $15,000.00 | $70,332.80 |
| Monitoring, Control, and Closing | $5,083.20 | $25,000.00 | $10,000.00 | $15,000.00 | $55,083.20 |

| **Phase** | **Cost Category** | **Item** | **Estimated Cost** | **Actual Cost** |
| --- | --- | --- | --- | --- |
| Phase 1 | Personnel | Total | $22,000.00 |  |
| Phase 1 | Tools and Software | Total | $2,500.00 |  |
| Phase 1 | Contingency | Total | $1,500.00 |  |
| Phase 2 | Personnel | Total | $88,000.00 |  |
| Phase 2 | Tools and Software | Total | $2,500.00 |  |
| Phase 2 | Advertising & Promotion | Total | $25,000.00 |  |
| Phase 2 | Contingency | Total | $6,000.00 |  |
| Phase 3 | Personnel | Total | $22,000.00 |  |
| Phase 3 | Contingency | Total | $3,750.00 |  |
| **Total** |  | **Total Budget** | **$160,000.00** |  |

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### **Explanation:**

* **Phase:** Indicates the stage of the campaign.
* **Cost Category:** Specifies the type of expense.
* **Item:** Describes the specific cost within the category.
* **Estimated Cost:** The projected expenditure for the item.
* **Actual Cost:** The final amount spent on the item (this column will be filled in after the campaign is completed).

### **Row Breakdown**

* **Phase 1: Initiation and Planning**
  + **Personnel Costs:** Total salary or hourly wages for the project team involved in setup and planning.
  + **Tools and Software:** Costs for initial software purchases and setup.
  + **Contingency:** Allocated funds for unexpected expenses.
* **Phase 2: Implementation**
  + **Personnel Costs:** Total salary or hourly wages for the team executing the campaign.
  + **Tools and Software:** Ongoing software costs.
  + **Advertising and Promotion:** Expenses for ad campaigns and influencer collaborations.
  + **Contingency:** Funds for potential issues during campaign execution.
* **Phase 3: Monitoring, Control, and Closing**
  + **Personnel Costs:** Total salary or hourly wages for the team monitoring and wrapping up the campaign.
  + **Contingency:** Funds for unexpected costs during the closing phase.
* **Total:** The overall budget for the entire campaign.