

Event Marketing Budget Template						
DIGITAL ADVERTISING						
#	Item	Estimated (\$)	Actual (\$)	Variance	ROI / Notes	Status
1	Google Ads / Search Campaigns			—		
2	Facebook / Instagram Ads			—		
3	LinkedIn Ads			—		
4	YouTube / Video Ads			—		
5	Retargeting Campaigns			—		
SUBTOTAL — DIGITAL ADVERTISING		\$3,300.00	\$0.00	—	25.5% of total budget	
EMAIL MARKETING						
#	Item	Estimated (\$)	Actual (\$)	Variance	ROI / Notes	Status
1	Email Platform / Tool (Mailchimp etc.)			—		
2	Email Design & Copywriting			—		
3	List Building / Lead Gen			—		
4	Automated Drip Campaigns			—		
SUBTOTAL — EMAIL MARKETING		\$800.00	\$0.00	—	6.2% of total budget	
SOCIAL MEDIA						
#	Item	Estimated (\$)	Actual (\$)	Variance	ROI / Notes	Status
1	Organic Content Creation			—		
2	Influencer Partnerships			—		
3	Social Media Management Tool			—		
4	Sponsored Posts / Boosting			—		
SUBTOTAL — SOCIAL MEDIA		\$1,600.00	\$0.00	—	12.4% of total budget	
PRINT & OFFLINE MATERIALS						
#	Item	Estimated (\$)	Actual (\$)	Variance	ROI / Notes	Status
1	Flyers & Brochures			—		
2	Posters & Banners			—		
3	Event Programs / Booklets			—		
4	Direct Mail Campaign			—		
SUBTOTAL — PRINT & OFFLINE MATERIALS		\$1,150.00	\$0.00	—	8.9% of total budget	
WEBSITE & SEO						
#	Item	Estimated (\$)	Actual (\$)	Variance	ROI / Notes	Status
1	Event Landing Page Design			—		
2	SEO / Blog Content			—		
3	Domain & Hosting			—		
4	Registration / Ticketing Platform			—		
SUBTOTAL — WEBSITE & SEO		\$1,050.00	\$0.00	—	8.1% of total budget	
PR & OUTREACH						
#	Item	Estimated (\$)	Actual (\$)	Variance	ROI / Notes	Status
1	Press Release Distribution			—		
2	Media Pitching / PR Agency			—		
3	Podcast / Radio Sponsorship			—		
4	Community / Partner Outreach			—		
SUBTOTAL — PR & OUTREACH		\$1,700.00	\$0.00	—	13.1% of total budget	
CONTENT CREATION						
#	Item	Estimated (\$)	Actual (\$)	Variance	ROI / Notes	Status
1	Promo Video Production			—		
2	Graphic Design (Creatives)			—		
3	Photography (Pre-event)			—		
4	Copywriting / Messaging			—		
SUBTOTAL — CONTENT CREATION		\$1,550.00	\$0.00	—	12.0% of total budget	
PROMOTIONAL MERCHANDISE						
#	Item	Estimated (\$)	Actual (\$)	Variance	ROI / Notes	Status
1	Branded T-Shirts / Hoodies			—		
2	Tote Bags / Stickers			—		
3	Branded Merchandise Giveaways			—		
SUBTOTAL — PROMOTIONAL MERCHANDISE		\$900.00	\$0.00	—	6.9% of total budget	
CONTINGENCY						
#	Item	Estimated (\$)	Actual (\$)	Variance	ROI / Notes	Status
1	Emergency / Contingency Reserve (10%)			—		
SUBTOTAL — CONTINGENCY		\$900.00	\$0.00	—	6.9% of total budget	
GRAND TOTAL		\$12,950.00	\$0.00	—	Est. CPR: \$25.90 per registration	