

Marketing Objectives and Marketing Budget Template

in planning for advertising communications and promotions, and in planning for a potential integrated marketing communications campaign, a business first has to consider the marketing objectives for the new product and decide on the overall purpose for the advertising.

In most cases, sales (absolute volume) and possibly market share (relative volume) goals are the primary objectives. Occasionally, strategic goals are made or profit goals, however, these strategies are put in place for special conditions.

Good marketing and product managers estimate the amount of advertising/marketing that will be needed to guarantee the required sales volumes over the planned timeframe.

Sample marketing budget template

Budget Category	Year	
	Current Programs	New Programs
Advertising		
Advertising Specialties and Premiums		
Merchandising		
Publicity/Public Relations		
Analyst Relations		
Event support—Product Level		
Event support—Corporate Mandate		
Endorsements		
Sales Incentives		
Sales Support		
Sales Training		
Customer Service Support		
Creative Services		
Copywriting		
Publishing/Printing		
Fulfilment		
Web Site Design		
Web Site Maintenance		
Corporate Program Support		
Product Design Services		
Consulting Services		
Customer Visits		
Customer Councils/Advisory Boards		
Beta or Field Trial Support Programs		
Other Marketing Services and Expenditures		
Design and Packaging Services		
Branding Support		
TOTAL FUNDING REQUIRED		