

MARKETING BUDGET

BUDGET ITEM	BUDGETED AMOUNT	ACTUAL SPENT	% of BUDGET
Design/printing/postage fees <i>(may be written in to cost of individual items listed below or kept separate and listed here)</i>			
Website design and maintenance			
Sponsorships			
Events/open houses			
Blogging <i>(if free, allot an amount for time spent)</i>			
Advertising <i>(print, online, social media, television, radio, etc.)</i>			
Public/media relations <i>(press releases, announcements, etc)</i>			
Business cards			
Brochures			
Fliers			
Direct mail			
Pamphlets			
Photography <i>(headshots, downloadable images, etc.)</i>			
Catalogs			
Marketing folders			
Newsletters			
Discounts/specials			
Networking event fees			



Additional marketing and business tools are available at www.sharpmindmarketing.com.
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Podcasting			
Social media accounts <i>(if free, allot an amount for time spent)</i>			
Literature/subscriptions			
Product/service samples			
Signage			
Webinars/teleseminars <i>(as the presenter or an attendee)</i>			
Promotional items <i>(mugs, pens, koozies, mouse pads, etc.)</i>			
Public speaking engagements			
Tradeshows			
Other			



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