Marketing Budget Plan for Manufacturers



Last updated:	<enter date="" here="" last="" of="" update=""> Highlighted Cells are items included with the cost of the ALG program</enter>												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Personnel	Total Budge	t Allowance:	%										
Salaries, wages	10										10		\$20
Benefits			10		10		10	10		10		10	60
Payroll taxes		10		10		10			10				40
Commissions and bonuses													0
Personnel Total	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$120
Market Research	Total Budge	t Allowance:	%										
Target Market/ Buyer Persona				10							10		\$20
Goals/ KPIs	10	10	10		10	10	10	10	10	10		10	100
Sales and Marketing Alignment													0
Market Research Total	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$120
Infrastructure	Total Budge	t Allowance:	%										
Website Redesign/Upkeep				10							10		\$20
ALG Software	10	10	10		10	10	10	10	10	10		10	100
ALG Program													0
Market Research Total	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$120
Marketing Tactics- Buyer Persona 1	Total Budge	t Allowance:	%										
Branding/ PR													\$0
Advertising/ Publications													0
Collateral/Print/Promotional/Direct Marketing													0
Events/ Tradeshows													
Content Development= Blogs, Ebooks, etc													
Internet marketing= SEO													0
Internet marketing= PPC													
Internet marketing= Social													
Internet marketing= Landing Page/CTA/Form													
Internet marketing= Automation/Email													0
Monthly Review													0
Marketing Communications Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Reseller Marketing	Total Budge	t Allowance:	%										
Channel communications and training								10		10			\$20
Channel Marketing Opportunties													
Channel promotions and incentives	10	10	10	10	10	10	10		10		10	10	100
Channel commissions/bonuses													0
Channels Total	\$10	\$10	\$10	\$1 0	\$1 0	\$1 0	\$ 10	\$1 0	\$10	\$10	\$10	\$10	\$1 20
Customer Acquisition & Retention	Total Budge	t Allowance:	%										
Lead generation		10	10	10	10			10		10		10	\$70
Customer loyalty	10					10	10		10		10		50
CAR Total	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$120
Other	Total Budge	t Allowance:	%										
Postage	. otur Duuge	. / morrance.				10	10			10	10		\$40
Telephone		10	10	10				10				10	50
Travel	10								10				20
Computers and office equipment	- 12				10								10
Other Total	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$120
Total Marketing Budget	\$50	\$50	\$50	\$50	\$50	\$ 50	\$ 50	\$ 50	\$ 50	\$50	\$50	\$50	\$600