

MARKETING PLAN CALENDAR WITH BUDGET TRACKER

YEAR TO DATE TOTAL		
BUDGET	SPENT	VARIANCE
\$ -	\$ -	\$ -

ADVERTISING						
STRATEGY	TACTIC	DEPLOYMENT MONTH	TARGET AUDIENCE	AMOUNT BUDGETED	AMOUNT SPENT	BUDGET VARIANCE
Strategy A						\$ -
						\$ -
						\$ -
Strategy B						\$ -
						\$ -
						\$ -
Strategy C						\$ -
						\$ -
						\$ -
ADVERTISING TOTAL:				\$ -	\$ -	\$ -

WEBSITE						
STRATEGY	TACTIC	DEPLOYMENT MONTH	TARGET AUDIENCE	AMOUNT BUDGETED	AMOUNT SPENT	BUDGET VARIANCE
Strategy A						\$ -
						\$ -
						\$ -
Strategy B						\$ -
						\$ -
						\$ -
Strategy C						\$ -
						\$ -
						\$ -
WEBSITE TOTAL:				\$ -	\$ -	\$ -

CORPORATE BRANDING & GRAPHICS						
STRATEGY	TACTIC	DEPLOYMENT MONTH	TARGET AUDIENCE	AMOUNT BUDGETED	AMOUNT SPENT	BUDGET VARIANCE
Strategy A						\$ -
						\$ -
						\$ -
Strategy B						\$ -
						\$ -
						\$ -
Strategy C						\$ -
						\$ -
						\$ -
CORPORATE BRANDING & GRAPHICS TOTAL:				\$ -	\$ -	\$ -

SOCIAL MEDIA						
STRATEGY	TACTIC	DEPLOYMENT MONTH	TARGET AUDIENCE	AMOUNT BUDGETED	AMOUNT SPENT	BUDGET VARIANCE