

## Marketing Budget for: WWJD/ Premium Product

	Jan	Feb	Mar	April	May	June
<b>Contractors</b>						
Street Team		\$1,000.00		\$1,000.00		\$1,000.00
Publicity	\$4,000.00		\$4,000.00	\$4,000.00	\$4,000.00	
Web Design						
Graphic Design	\$750.00					
Photography/Videography			\$1,600.00	\$500.00	\$1,600.00	
Radio Promotions				\$5,500.00		
<b>Trade Shows</b>						
Admission						
Travel						
Lodging						
Exhibiting						
Advertising						
<b>*Retail Marketing Activities</b>						
Cooperative Advertising						
Listening Posts						
Signage	\$110.00				\$110.00	
Price/Positioning						
P.O.P.						
<b>Advertising</b>						
Radio			\$203.00	\$203.00	\$36.00	
TV						
Print			\$110.00	\$110.00		
Online (Facebook, websites, etc.)	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00		
Outdoor						
<b>Printed Matter</b>						
Press Releases						
Sell Sheets						
Flyers		\$45.00		\$45.00		
Posters, Photos, etc.						
Stickers		\$75.00		\$75.00		
<b>Shipping Costs</b>						
Postage	\$2,400.00					
Shipping Supplies	\$93.00					
<b>Misc.</b>						
Free Goods	\$355.00				\$355.00	
Ad Specialties	\$350.00				\$350.00	
Online Platform Fees	\$20.00					
Web Hosting						
Travel						
Other						
<b>Total</b>	<b>\$9,578.00</b>	<b>\$2,620.00</b>	<b>\$7,413.00</b>	<b>\$12,933.00</b>	<b>\$6,451.00</b>	<b>\$1,000.00</b>

Do not exceed the \$100k ceiling for your marketing budget.

Do not delete line item categories that you are not using.

Do not rearrange the content.

Do not enter zeros (0) into empty cells.

Do not put content in orange sections.

Do not add words within the cells.

July	Aug	Sept	Oct	Nov	Dec	Total
	\$1,000.00					\$4,000.00
						\$16,000.00
						0
						\$750.00
	\$1,600.00					\$5,300.00
						\$5,500.00
			\$430.00			\$430.00
			\$400.00			\$400.00
			\$600.00			\$600.00
						0
						0
						0
						0
		\$110.00				\$330.00
						0
						0
	\$363.00					\$805.00
						0
\$110.00						\$330.00
\$1,500.00		\$1,500.00				\$9,000.00
						0
						0
						0
\$45.00			\$45.00			\$180.00
						0
	\$75.00					225
						2400
						\$93.00
						\$710.00
						\$700.00
						\$20.00
						0
						0
						0
\$1,655.00	\$3,038.00	\$1,610.00	\$1,475.00	\$0.00	\$0.00	\$47,773.00

*Enter the total amount of units shipped to stores for release date:
800

3/unit for retail marketing

**Enter physical unit sales goal for one year from release date:
2,000

\*Note: Units shipped to retail for release date typically directly correlate to retail marketing budget for in-store activities. Make sure you allocate at least \$3.00 in retail marketing activities for each unit you ship to retail for release date placement. Most sales that take place happen early since that's when there is the most awareness for the release. So, unless there's a reason you are able to convey, include retail marketing expenses within the initial months of the release.

\*\*Be realistic when projecting sales. For example, it would be unlikely to ship 10,000 units to retail for the release date and expect to sell hundreds of thousands by the end of year. Think about how many times that inventory would have to turn to reach that goal.

Street Team	
Number of Members	20
Rate per delivery	\$ 0.50
Total number of products delivered	8,000
Total street Team cost	\$ 4,000.00
Number of months for street team promo	4
Street team cost per month	\$ 1,000.00
Promo deliveries per month	2,000

Graphic Design	
Album release flier	\$75.00
premium product flier	\$75.00
8 show fliers	\$600.00
total	\$750.00

Videography/Photography	
Total photoshoots	3
Price per shoot	\$100.00
total cost of photoshoots	\$300.00
music video	\$500.00
Lifestyle videographer cost per month	\$1,500.00
Number of months for lifestyle videographer	3
Total cost of lifestyle videographer	\$4,500.00

Social media advertising
Number of months advertising
number of desired fans
current number of fans
fans to get
price per fan
Total for 6 months
allocated each month

conversion
6
15000
6000
9000
\$1.00
\$9,000.00
\$1,500.00

<https://tigrettagency.com/blog/how-much-does-pr-cost-and-what-to-expect/>

<https://www.thumbtack.com/p/videography-prices>

<https://2ndkitchen.com/restaurants/radio-advertising/#cost>

<https://wl.seetickets.us/event/MondoNYC-2022-BUSINESS-CONFERENCE-and-SHOWCASE/462677?afflky=MondoNYC>

[https://www.cheapflights.com/s/compareresults/multi?providerCodes=PRICELINEDFF\\_US\\_FPCMP2%2CHotFlightDealsPanelID\\_US\\_FPCMP2%2CExpediaWPanelIT5\\_US\\_FPCMP2&searchId=QcBCOrQ-Ha&pageOrigin=F..FD.PN.M0&showOn=pn&displayRail=panel](https://www.cheapflights.com/s/compareresults/multi?providerCodes=PRICELINEDFF_US_FPCMP2%2CHotFlightDealsPanelID_US_FPCMP2%2CExpediaWPanelIT5_US_FPCMP2&searchId=QcBCOrQ-Ha&pageOrigin=F..FD.PN.M0&showOn=pn&displayRail=panel)

<https://www.priceline.com/relax/at/19803304/from/20221010/to/20221015/rooms/1?pcId=FDCE0FBD27172D5D74999BA1BFCE69584E29B6C739F82C7F811F8B4456F0D1BF612826FE2CF94E83FC278E252F82D4A939CB57E700F1765A3D76B951BF547C431FA892700B498466C47A00900C594CB1A43BA3F723B01F7323762EA84CE754E6823F5F75195A36FCA04BC780ABB55AC7&gid=3102&cug=true&cityId=3000015470&cur=USD&backlink-id=tkhkrkh1tn&qdp=107&vrid=f2e64fb2e85c952c2d17335a08f3e49d>

[https://www.vistaprint.com/signs-posters/posters?xnav=Signs+and+Posters%3ACategory+Page\\_Category+Page\\_undefined\\_tile-shell\\_0\\_640](https://www.vistaprint.com/signs-posters/posters?xnav=Signs+and+Posters%3ACategory+Page_Category+Page_undefined_tile-shell_0_640)

<https://fitsmallbusiness.com/radio-advertising-costs/>

[https://www.uprinting.com/business-flyers-printing.html?attr1=15602&attr3=123204&attr4=222&attr5=230&attr6=259&attr7=211&attr400=68497&product\\_id=5&calc\\_variant=LIST&iv=\\_\\_iv\\_p\\_1\\_a\\_724521025\\_g\\_37952499076\\_c\\_491040491003\\_k\\_flier%20printing\\_m\\_e\\_w\\_kwd-59455210\\_n\\_g\\_d\\_c\\_v\\_l\\_t\\_r\\_x\\_y\\_f\\_o\\_z\\_i\\_j\\_s\\_e\\_h\\_9011779\\_ii\\_\\_vi\\_\\_&nbs=\\_\\_iv\\_p\\_1\\_a\\_724521025\\_g\\_37952499076\\_c\\_491040491003\\_k\\_flier%20printing\\_m\\_e\\_w\\_kwd-59455210\\_n\\_g\\_d\\_c\\_v\\_l\\_t\\_r\\_x\\_y\\_f\\_o\\_z\\_i\\_j\\_s\\_e\\_h\\_9011779\\_ii\\_\\_vi\\_\\_&gclid=Cj0KCQiAosmPBhCPARIsAHOen-OCRhCyg6qFB1YIVG\\_habbfOmkAYYk41CBBk6UHSu3wsp3IJs1qGHkaAnP7EALw\\_wcB](https://www.uprinting.com/business-flyers-printing.html?attr1=15602&attr3=123204&attr4=222&attr5=230&attr6=259&attr7=211&attr400=68497&product_id=5&calc_variant=LIST&iv=__iv_p_1_a_724521025_g_37952499076_c_491040491003_k_flier%20printing_m_e_w_kwd-59455210_n_g_d_c_v_l_t_r_x_y_f_o_z_i_j_s_e_h_9011779_ii__vi__&nbs=__iv_p_1_a_724521025_g_37952499076_c_491040491003_k_flier%20printing_m_e_w_kwd-59455210_n_g_d_c_v_l_t_r_x_y_f_o_z_i_j_s_e_h_9011779_ii__vi__&gclid=Cj0KCQiAosmPBhCPARIsAHOen-OCRhCyg6qFB1YIVG_habbfOmkAYYk41CBBk6UHSu3wsp3IJs1qGHkaAnP7EALw_wcB)

[https://www.uprinting.com/custom-sticker-printing-2.html?attr1=19215&attr3=15363&attr4=2384&attr5=2387&attr6=140229&attr10=67707&attr303=15598&attr400=119070&attr635=119072&product\\_id=55&width=2&height=2&iv=\\_\\_iv\\_p\\_1\\_a\\_55815681\\_g\\_1702860561\\_c\\_500392816449\\_k\\_sticker%20printing\\_m\\_e\\_w\\_aud-450878853269:kwd-59455230\\_n\\_g\\_d\\_c\\_v\\_l\\_t\\_r\\_x\\_y\\_f\\_o\\_z\\_i\\_j\\_s\\_e\\_h\\_9011779\\_ii\\_\\_vi\\_\\_&nbs=\\_\\_iv\\_p\\_1\\_a\\_55815681\\_g\\_1702860561\\_c\\_500392816449\\_k\\_sticker%20printing\\_m\\_e\\_w\\_aud-450878853269:kwd-59455230\\_n\\_g\\_d\\_c\\_v\\_l\\_t\\_r\\_x\\_y\\_f\\_o\\_z\\_i\\_j\\_s\\_e\\_h\\_9011779\\_ii\\_\\_vi\\_\\_&gclid=Cj0KCQiAosmPBhCPARIsAHOen-PL\\_FY1z3tfmiEgmgZFMkEHci6-FAHrGL4D45ymqnuJmWI9asxoKVoaAm0OEALw\\_wcB](https://www.uprinting.com/custom-sticker-printing-2.html?attr1=19215&attr3=15363&attr4=2384&attr5=2387&attr6=140229&attr10=67707&attr303=15598&attr400=119070&attr635=119072&product_id=55&width=2&height=2&iv=__iv_p_1_a_55815681_g_1702860561_c_500392816449_k_sticker%20printing_m_e_w_aud-450878853269:kwd-59455230_n_g_d_c_v_l_t_r_x_y_f_o_z_i_j_s_e_h_9011779_ii__vi__&nbs=__iv_p_1_a_55815681_g_1702860561_c_500392816449_k_sticker%20printing_m_e_w_aud-450878853269:kwd-59455230_n_g_d_c_v_l_t_r_x_y_f_o_z_i_j_s_e_h_9011779_ii__vi__&gclid=Cj0KCQiAosmPBhCPARIsAHOen-PL_FY1z3tfmiEgmgZFMkEHci6-FAHrGL4D45ymqnuJmWI9asxoKVoaAm0OEALw_wcB)

<https://www.stamps.com/usps/usps-international-shipping-rates/>