

Marketing Activity Costs

Month													Total
Total Marketing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Advertising	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Newspaper advertising													£0.00
Magazine advertising													£0.00
Radio advertising													£0.00
Cinema advertising													£0.00
TV advertising													£0.00
Other advertising													£0.00
PR	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Press Releases													£0.00
Advertorials													£0.00
Media competitions													£0.00
Other PR													£0.00
Literature	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Brochures													£0.00
Catalogues													£0.00
Flyers													£0.00
Business cards													£0.00
Other literature													£0.00
Website	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Website development													£0.00
Website SEO													£0.00
Website Adwords													£0.00
Social Media	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Facebook													£0.00
Twitter													£0.00
YouTube													£0.00
LinkedIn													£0.00
Blog													£0.00
Other Social Media													£0.00
E-marketing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
E-flyers													£0.00
E-newsletters													£0.00
Other E-marketing													£0.00
Directories	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Yellow pages													£0.00
Yell.com													£0.00
Thomson Local													£0.00
The Phone Book													£0.00
Local listings													£0.00
On-line listings & directories													£0.00
Other listings & directories													£0.00
Events & Shows	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Events - space bookings													£0.00
Events - Stands & banners													£0.00
Events - other materials													£0.00
Promotions	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Promotional discounts													£0.00
Promotion items													£0.00
Promotion flyers & advertising													£0.00
Customer loyalty promotions													£0.00
Lapsed customer promotions													£0.00
Customer recommendation scheme													£0.00
Other promotions													£0.00
Distributor s& Introducers	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Distributor promotions													£0.00
Distributor literature													£0.00
Distributor websites													£0.00
Other distributor marketing													£0.00
Distributor incentives													£0.00
Referrer / introducer programme													£0.00
Networking	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Networking meetings													£0.00
Trade shows & conferences													£0.00
Market Research	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Customer surveys													£0.00
Mystery shopping													£0.00
Other customer research													£0.00
Competitor research													£0.00
Other market research													£0.00
Top-up activities	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Details													£0.00
Contingency	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Contingency													£0.00