



## Marketing Activity Budget - User notes

### Adding Data

- 1 Enter months in top row to match dates in the marketing activity plan
- 2 Using the activity plan as a base, calculate the costs of each activity by month and enter in the appropriate cell
- 3 Note that the timing of the payment may precede or lag the timing of the activity so this budget may be misleading for cashflow purposes
- 4 Remember to include all costs associated with the activity. For example, design, print, photography, discounts and redemption costs
- 5 Sum each section of costs in the grey rows
- 6 Sum the total of the grey columns in the 'total marketing' row at the top
- 7 Add a contingency budget (we recommend 5% of the total marketing budget)

### Analysis - items to review

- 1 Is the total spend affordable?
- 2 Is the change in total spend vs. previous year sensible?
- 3 What is the return on investment (ROI) if the marketing plan delivers the marketing objectives?
- 4 Consider the split of spend between activities (the grey rows) - does this reflect business priorities, marketing objectives and past effectiveness of activities (as shown on the marketing effectiveness calculator)?
- 5 Is the phasing of marketing spend balanced across the year?
- 6 Does the phasing of marketing spend match the phasing of forecast sales and revenue? Spending ahead of sales will put pressure on cashflow, sales ahead of spend may be hard to achieve
- 7 What is the split of marketing spend between winning new business and retaining existing customers?