

Local Marketing Campaign Budget Plan

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Budget Plan for Upcoming Local Marketing Campaign

Overview

This document outlines the budget for our upcoming local marketing campaign aimed at increasing our visibility and customer engagement within the community.

Campaign Goals

- Increase foot traffic by 20%
- Boost social media engagement by 30%
- Enhance brand awareness in local markets

Budget Breakdown

Item	Description	Cost
Print Advertising	Brochures, flyers, posters	\$1,000
Social Media Ads	Targeted ads on Facebook and Instagram	\$1,500
Community Events	Sponsorship and participation costs	\$2,000
Promotional Materials	Branded merchandise for giveaways	\$800
Total Estimated Budget		\$5,300

Conclusion

We believe that this budget will effectively support our marketing objectives and lead to increased engagement and sales. Please review this plan, and let me know if there are any adjustments you would recommend.

Thank you!

Sincerely,

[Your Name]

[Your Title]

[Your Contact Information]