

# Integrated Marketing Communications Budget Allocation

Date: [Insert Date]

To: [Recipient Name]

From: [Your Name]

Subject: Integrated Marketing Communications Budget Allocation for [Fiscal Year]

Dear [Recipient Name],

As we plan our integrated marketing communications strategy for the upcoming fiscal year, I would like to outline our proposed budget allocation to optimize our marketing efforts across various channels.

## Proposed Budget Allocation

Channel	Budget Allocation (%)	Allocated Amount (\$)
Digital Advertising	30%	[\$Amount]
Social Media	25%	[\$Amount]
Email Marketing	15%	[\$Amount]
Content Marketing	15%	[\$Amount]
Public Relations	10%	[\$Amount]
Events and Sponsorships	5%	[\$Amount]

Total Budget: \$[Total Amount]

By effectively allocating our budget across these channels, we aim to enhance brand visibility, engage our target audience, and drive conversions. I look forward to discussing this proposal in further detail at our upcoming meeting.

Thank you for your consideration.

Sincerely,

[Your Name]

[Your Position]

[Your Contact Information]