

Marketing Budget Recommendation

[Your Name]
[Your Position]
[Your Company]
[Date]

[Recipient's Name]
[Recipient's Position]
[Recipient's Company]

Dear [Recipient's Name],

I hope this message finds you well. As we prepare for the upcoming fiscal year, I would like to present my recommendations for the marketing budget that I believe will enable our team to achieve our goals effectively.

Based on our analysis of previous campaigns and market trends, I propose a total marketing budget of [amount] for the following key initiatives:

- **Digital Marketing:** [amount] - This will cover social media advertising, email campaigns, and search engine optimization.
- **Content Creation:** [amount] - Investing in high-quality content to engage our audience and improve brand visibility.
- **Market Research:** [amount] - Conducting thorough research to understand consumer preferences and emerging trends.
- **Event Sponsorship:** [amount] - Participating in relevant industry events to enhance our networking opportunities.

I am confident that with this proposed budget, we will be able to drive higher customer engagement and ultimately increase sales. Please feel free to reach out if you have any questions or would like to discuss this further.

Thank you for considering my recommendations.

Sincerely,

[Your Name]
[Your Position]
[Your Contact Information]