

Media Budget Allocation for Seasonal Marketing

Date: [Insert Date]

To: [Recipient Name]

From: [Your Name]

Subject: Media Budget Allocation for [Season/Year]

Dear [Recipient Name],

I am writing to present the proposed media budget allocation for our upcoming seasonal marketing campaign for [specific season, e.g., Summer 2023]. After careful analysis of our target audience, competitive landscape, and marketing goals, we have identified key channels that will effectively reach our customers and maximize our return on investment.

Proposed Budget Allocation

Media Channel	Allocation Amount	Rationale
Social Media Advertising	[\$Amount]	Engages with a broad audience and drives online traffic.
Search Engine Marketing	[\$Amount]	Targets users actively searching for our products.
Email Marketing	[\$Amount]	Directly reaches our existing customer base.
Influencer Partnerships	[\$Amount]	Leverages influence to tap into new demographics.

Total Budget

Total Media Budget: \$[Total Amount]

We believe that this strategic allocation will not only enhance our visibility during the [specific season] but also contribute to achieving our overall business objectives. We would appreciate your review and approval of this allocation so that we can initiate our campaign planning.

Thank you for your attention to this matter. I look forward to your feedback.

Sincerely,

[Your Name]

[Your Title]

[Company Name]

[Contact Information]