

Resource Allocation Request for Marketing Budget

Date: [Date]

To: [Recipient's Name]

Position: [Recipient's Position]

Company: [Company Name]

Dear [Recipient's Name],

I am writing to formally request the allocation of additional resources to our marketing budget for the upcoming [quarter/year]. This request is driven by the need to enhance our promotional efforts and achieve our strategic goals for [specific product/service or campaign].

Over the past [timeframe], we have seen a significant increase in [specific metric, e.g., customer engagement, lead generation], which indicates a strong market opportunity. To capitalize on this momentum, I propose the following allocation:

- Digital Marketing: \$[amount]
- Social Media Advertising: \$[amount]
- Content Creation: \$[amount]
- Market Research: \$[amount]

The total requested amount is \$[total amount]. I believe that with this investment, we can achieve [specific goals or outcomes], leading to greater brand visibility and increased sales.

I would be happy to discuss this request further and provide any additional information you may need. Thank you for considering this allocation, and I look forward to your positive response.

Sincerely,

[Your Name]

[Your Position]

[Your Contact Information]