

Marketing Budget Overview

First 90 Days and All Remaining 2016



Order of Expenditure (Creates plan outline)	Item	Sub-item	Amount (First 90 Days)		Amount (All Remaining 2016)	
			150,000 Investment	750,000 Investment	150,000 Investment	750,000 Investment
1	Director of Marketing		18,000	18,000	42,000	42,000
2	Sales: Outbound, Developing Service Providers	Staff	4,500	4,500	193,940	375,200
		Equipment	7,000	7,000	14,200	22,000
3	Social Media Accounts (HootSuite, LinkedIn, etc)		500	500	2500	2500
4	Digital Collateral		4,000	9,000	4,000	28,000
5	Memberships		700	700	700	1,500
6	Press & Media Placements		2,000	2,000	14,000	41,000
7	Advertising		20,500	190,000	121,000	520,000
8	Hard Collateral		2,000	13,600	8,000	36,300
9	Head of Social Media	Hire at 60 days / 30 days	4,500	9,000	22,500	27,000
10	Content Writers (ClientPlaza blog content, web-wide community participation)	Hire 1 at 60 days / 30 days; 1 at 90 / 60; 1 at 120 / 90	4,000	12,000	32,000	68,000
11	Market Research	Understanding ClientPlaza's "Mini- Markets" (1 Professional Service * 1 Area = 1 "Mini- Market")	0	8,000	6,000	18,000
12	Expense accounts		2,000	3,000	9,000	17,000
13	Travel		3,000	3,000	8,000	21,000
14	Special Events		1,000	1,000	8,000	12,000
	TOTAL		71,700	281,300	485,840	1,231,500