Company Name Here [YEAR] Annual Marketing Plan Worksheet

Marketing Category	Marketing Tactics	Target Month	Target Audience	Budget	Actual Spent	Budget Variance
Advertising						
Strategy 1	Tactic 1					\$0.00
	Tactic 2					\$0.00
Strategy 2	Tactic 1					\$0.00
	Tactic 2					\$0.00 \$0.00
Strategy 3	Tactic 1					\$0.00
	Tactic 2					\$0.00
			Advertising Total:	\$0.00	\$0.00	\$0.00
Branding / Graphics						
Strategy 1	Tactic 1					\$0.00
	Tactic 2					\$0.00
						\$0.00
Strategy 2	Tactic 1 Tactic 2					\$0.00
	Tactic 2					\$0.00 \$0.00
Strategy 3	Tactic 1					\$0.00
Chalogy C	Tactic 2					\$0.00
		Drondin	a / Cropbica Tatal.	\$0.00	\$0.00	\$0.00
Collateral		Dialiulii	g / Graphics Total:	\$0.00	\$0.00	\$0.00
	Tactic 1					\$0.00
Strategy 1	Tactic 2					\$0.00
	radio 2					\$0.00
Strategy 2	Tactic 1					\$0.00
	Tactic 2					\$0.00
						\$0.00
Strategy 3	Tactic 1					\$0.00
	Tactic 2					\$0.00
			Collateral Total:	\$0.00	\$0.00	\$0.00

Tactic 1				\$0.00
Tactic 2				\$0.00
				\$0.00
				\$0.00
Tactic 2				\$0.00
Tactic 1				\$0.00 \$0.00
				\$0.00
1 40110 2				φ0.00
	Events Total:	\$0.00	\$0.00	\$0.00
Tactic 1				\$0.00
Tactic 2				\$0.00
				\$0.00
				\$0.00
Tactic 2				\$0.00
Tastia 1				\$0.00 \$0.00
				\$0.00
ractic 2				ψ0.00
	Direct Marketing Total:	\$0.00	\$0.00	\$0.00
Tactic 1				\$0.00
Tactic 2				\$0.00
				\$0.00
				\$0.00
Tactic 2				\$0.00
Tastia 4				\$0.00
				\$0.00
i actic 2				\$0.00
	Public Relations Total:	\$0.00	\$0.00	\$0.00
	Tactic 2 Tactic 1 Tactic 1 Tactic 2 Tactic 2	Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Events Total: Tactic 1 Tactic 2 Tactic 1 Tactic 2	Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2	Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Events Total: \$0.00 \$0.00 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Tactic 1 Tactic 2 Direct Marketing Total: \$0.00 \$0.00 Tactic 1 Tactic 2 Tactic 1 Tactic 2

Research					
Strategy 1	Tactic 1 Tactic 2				\$0.00 \$0.00 \$0.00
Strategy 2	Tactic 1 Tactic 2				\$0.00 \$0.00 \$0.00
Strategy 3	Tactic 1 Tactic 2				\$0.00 \$0.00
		Market Research Total:	\$0.00	\$0.00	\$0.00
Social Media					
Strategy 1	Tactic 1 Tactic 2				\$0.00 \$0.00 \$0.00
Strategy 2	Tactic 1 Tactic 2				\$0.00 \$0.00 \$0.00
Strategy 3	Tactic 1 Tactic 2				\$0.00 \$0.00
		Social Media Total:	\$0.00	\$0.00	\$0.00
Website					
Strategy 1	Tactic 1 Tactic 2				\$0.00 \$0.00 \$0.00
Strategy 2	Tactic 1 Tactic 2				\$0.00 \$0.00 \$0.00
Strategy 3	Tactic 1 Tactic 2				\$0.00 \$0.00 \$0.00
		Website Total:	\$0.00	\$0.00	\$0.00

Marketing Plan Totals: \$0.00 \$0.00 \$0.00