

**Company Name Here**  
**[YEAR] Annual Marketing Plan Worksheet**

Marketing Category	Marketing Tactics	Target Month	Target Audience	Budget	Actual Spent	Budget Variance
<b>Advertising</b>						
Strategy 1	Tactic 1					\$0.00
	Tactic 2					\$0.00
Strategy 2	Tactic 1					\$0.00
	Tactic 2					\$0.00
Strategy 3	Tactic 1					\$0.00
	Tactic 2					\$0.00
<b>Advertising Total:</b>				<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Branding / Graphics</b>						
Strategy 1	Tactic 1					\$0.00
	Tactic 2					\$0.00
Strategy 2	Tactic 1					\$0.00
	Tactic 2					\$0.00
Strategy 3	Tactic 1					\$0.00
	Tactic 2					\$0.00
<b>Branding / Graphics Total:</b>				<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Collateral</b>						
Strategy 1	Tactic 1					\$0.00
	Tactic 2					\$0.00
Strategy 2	Tactic 1					\$0.00
	Tactic 2					\$0.00
Strategy 3	Tactic 1					\$0.00
	Tactic 2					\$0.00
<b>Collateral Total:</b>				<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>Events</b>				
Strategy 1	Tactic 1			\$0.00
	Tactic 2			\$0.00
				\$0.00
Strategy 2	Tactic 1			\$0.00
	Tactic 2			\$0.00
				\$0.00
Strategy 3	Tactic 1			\$0.00
	Tactic 2			\$0.00
		<b>Events Total:</b>	<b>\$0.00</b>	<b>\$0.00</b>
				<b>\$0.00</b>
<b>Direct Marketing</b>				
Strategy 1	Tactic 1			\$0.00
	Tactic 2			\$0.00
				\$0.00
Strategy 2	Tactic 1			\$0.00
	Tactic 2			\$0.00
				\$0.00
Strategy 3	Tactic 1			\$0.00
	Tactic 2			\$0.00
		<b>Direct Marketing Total:</b>	<b>\$0.00</b>	<b>\$0.00</b>
				<b>\$0.00</b>
<b>Public Relations</b>				
Strategy 1	Tactic 1			\$0.00
	Tactic 2			\$0.00
				\$0.00
Strategy 2	Tactic 1			\$0.00
	Tactic 2			\$0.00
				\$0.00
Strategy 3	Tactic 1			\$0.00
	Tactic 2			\$0.00
		<b>Public Relations Total:</b>	<b>\$0.00</b>	<b>\$0.00</b>
				<b>\$0.00</b>

<b>Research</b>			
Strategy 1	Tactic 1		\$0.00
	Tactic 2		\$0.00
			\$0.00
Strategy 2	Tactic 1		\$0.00
	Tactic 2		\$0.00
			\$0.00
Strategy 3	Tactic 1		\$0.00
	Tactic 2		\$0.00
		<b>Market Research Total:</b>	<b>\$0.00</b>
			<b>\$0.00</b>
			<b>\$0.00</b>
<b>Social Media</b>			
Strategy 1	Tactic 1		\$0.00
	Tactic 2		\$0.00
			\$0.00
Strategy 2	Tactic 1		\$0.00
	Tactic 2		\$0.00
			\$0.00
Strategy 3	Tactic 1		\$0.00
	Tactic 2		\$0.00
		<b>Social Media Total:</b>	<b>\$0.00</b>
			<b>\$0.00</b>
			<b>\$0.00</b>
<b>Website</b>			
Strategy 1	Tactic 1		\$0.00
	Tactic 2		\$0.00
			\$0.00
Strategy 2	Tactic 1		\$0.00
	Tactic 2		\$0.00
			\$0.00
Strategy 3	Tactic 1		\$0.00
	Tactic 2		\$0.00
		<b>Website Total:</b>	<b>\$0.00</b>
			<b>\$0.00</b>
			<b>\$0.00</b>
		<b>Marketing Plan Totals:</b>	<b>\$0.00</b>
			<b>\$0.00</b>
			<b>\$0.00</b>