

Health Mart Marketing Goals Budget Worksheet

You need to determine what dollars you can commit to marketing and advertising initiatives, and how you will manage the execution of these initiatives.

Gross Annual Sales	Percent to Spend on Marketing and Advertising	Total Annual Marketing Budget

Determine what you can undertake in the coming year.

Marketing Tactic	Monthly Cost	Setup and Miscellaneous Fees	Total Annual Cost
1.			
2.			
3.			
4.			
5.			
6.			
7.			

8.			
9.			
10.			

List the marketing activities that you feel confident that you can accomplish each month and how you will ensure this happens.

Marketing Tactic	Estimated Monthly Time Investment	Responsible Employee
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		