

Presented
by
Tom
Shay



P.O. Box 128 Dardanelle, AR 72834 www.profitsplus.org



What components does your advertising budget include?

How have you been making these decisions?

The money you save with the media by planning

Based on sales – past or anticipated (row 3)

The percentage you select based on – (cell B5) Traffic Price image Competition Store awareness Sales volume

Contingency budget – What if an advertising deal comes your way? (Contingency has no monthly allowance) (Cell B7)

Marketing budget – Image, cause, social media (Cell B11)

Promoting budget – Speaking only to existing customers (Cell B13)

Advertising budget - (Cell B9)

Dividing the advertising budget among the media choices (Column A for media, column B for %, rows 23-41 for individual media)

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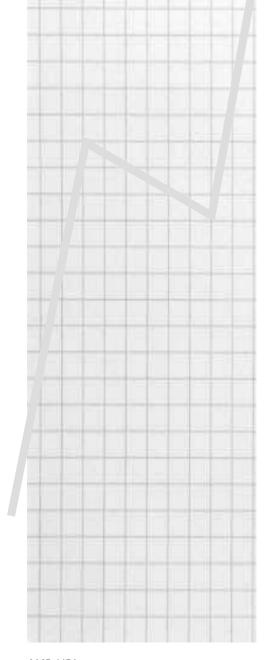


AMP UP! Page 2 of 3 Examine the individual months and the total per media in columns C through N, rows 23-41

Moving the money from month to month (Column B must equal Column O, rows 44-62)

Row 64-row 66, columns C through N can be adjusted for monthly budgets that are too small to spend

Creating the events and completing the plan (row 69-120, column B for dates and column D for details of events)





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