

# Marketing Budget

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X Online Supporting Area Meeting

10.09.2020

16:30-17:30

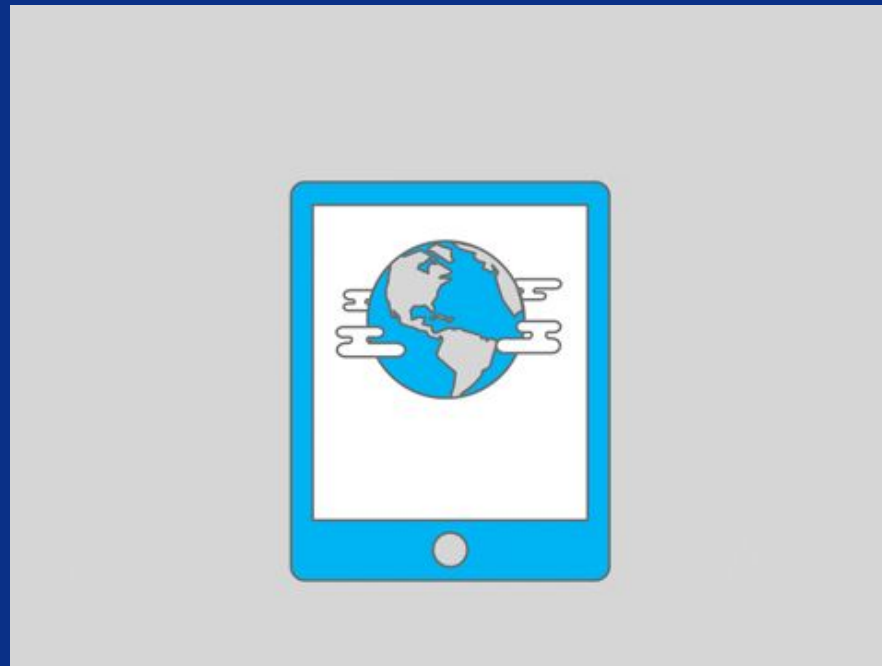


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# Definition

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*Your marketing budget is the planned amount of money you'll spend to make your marketing goal a reality.*



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# Why this matters?

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- 1. Use it or lose it.** If you can't justify the cash flow that your team needs, your organization will spend it somewhere else.
- 2. Prove your projects are creating growth for our Association -** Knowing how much you're spending on marketing as a whole can help paint a clearer picture around how much return on investment you're generating, too.
- 3. Provide reasoning for your allotted budget.**



# Advantage of MKT Budget

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A good marketing plan typically includes:

- Financial goals
- Promotion strategy
- Brand strategy
- Detailed goals by project, distribution channel
- Major marketing campaigns
- Dates to review progress



# INCOMES AND EXPENSES | Balances

General income	<i>Subtotal</i>	
	€	121,050.00
Account	Estimated	
Partnerships	€	55,000.00
Online advertisements	€	8,000.00
Unrestricted operational grants	€	35,000.00

€ 1,500.00	General marketing expenses
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# Techniques of Calculate the Budget

1. Percent of Revenue
2. Top-Down
3. Goal-Driven



# Google Ad Grants

AdWords for nonprofits



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# WORKING GROUPS

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5 Best ways to spend your budget in  
MKT

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```
import java.sql.*;
import java.awt.*;

/**
 *
 * @author jeff
 */
public class Main {

    public static String AppName = "SQL Mail";
    public static String AppVersion = " 0.0.1 ";
    public static String AppAuthor = "Jeffrey Cobb";
    public static String AppDate = "August 8th, 2007";
    public static String AppPath = System.getProperty("user.dir");
    public static String AppDriver = "smallsql.database.SSDriver";
    public static String AppDBHeader = "jdbc:smallsql:";
    public static String AppDBPath = AppPath + "/sqlmail";
    public static String AppPreferences = AppPath + "/sqlmail_prefs";
    /** Creates a new instance of Main */
    public Main() {
    }

    /**
     * @param args the command line arguments
     */
    public static void main(String[] args) throws Exception {
        // TODO code application logic here

        boolean bDBConnect = false;
        int result = 0;
        frmMain SQLMailForm = new frmMain();
        System.out.println("\r\n" + AppName + "\r\nVersion" + AppVersion + "\r\nAuthor: " + AppAuthor +
        "\r\n" + AppDate + "\r\n");

        Toolkit tk = Toolkit.getDefaultToolkit();
        Dimension screen = tk.getScreenSize();
        System.out.println(screen.getWidth() + " --- " + screen.getHeight());
    }
}
```

# NEW FM TOOLKIT FOR MKT

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