



Marketing Expenses Checklist

Purpose: To calculate total quarterly marketing expense.

Networking

Memberships _____

Travel _____

Lunches _____

Gifts _____

Business cards _____

Thank you cards _____

Time _____

(multiply time spent by your normal hourly rate)

Total networking expense _____

Direct mail

Postcards _____

Letters _____

Fliers _____

Brochures _____

Every Door Direct _____

Total direct mail expense _____

Phone book listings

Yellow pages _____

Yellow book _____

Other _____

Total phone book expense _____



Internet marketing

Website hosting/updates _____
Blogging _____
Social media management _____
Paid internet listings _____
Social media advertising _____
Pay per click ads _____
Referral services _____
SEO _____
Consulting _____
Social coupons _____
(calculate cost/coupon redeemed)
Other _____

Time _____

Total internet marketing expense _____

Radio

Ads _____
Sponsorships _____
Event partnerships _____

Total radio expense _____

Television

Ads _____
Production costs _____

Total television expense _____



Print media

Newspaper ads _____
Magazine ads _____

Outdoor advertising

Billboards _____
Buses _____
Banners _____
Yard signs _____
Posters _____
Street handouts _____
Bumper stickers/car ads _____

Total outdoor expense _____

PR

Donations to charity _____
Event sponsorship _____
Press releases _____
Free gift handouts _____
Endorsements _____
Contests and sweepstakes _____

Time _____

Total PR expense _____

Other

Leave behinds after calls _____
In-house advertising _____
Employee incentives _____
Marketing staff wages _____
(if no marketing staff assigned, calculate % of hours/week spent on function)
Events _____
Coupon mailers _____



Other marketing expense (cont.)

Total "other" expense _____

Total quarterly marketing cost _____

Do you see something I missed?

Email: chad@worryfreeconsulting.com and let me know!