



2014 Strategic Digital Marketing Budget for: \_\_\_\_\_

Created Date: \_\_\_\_\_

Digital Infrastructure, Channels & Initiatives	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
<b>Capital Investments, Consulting &amp; Operations</b>											
Account Management Strategy, Consulting & Project Management	\$1,000	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Website Design, Development & Ongoing Optimization (hosting, design, copy, video, photography, user-experience, reservation abandonment capture)	\$20,000	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750
<i>Includes: desktop website, desktop optimized site for tablets &amp; mobile site (or) responsive site</i>											
Web Analytics, Campaign Tracking & Call Tracking (Vizergy Hotel Web Management Platform)	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750
<b>Core Digital Marketing Channels &amp; Campaigns</b>											
SBO	\$4,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
<i>Includes: initial optimization of site, BrightEdge services, copywriting (including alt tags and meta data), on &amp; off page optimization, strategic link building, directory submissions &amp; ongoing management</i>											
Local Search	\$2,000	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
<i>Includes: Localizee, Axiom, Infogroup (data providers), Google+ Local, Bing Local, Yahoo Enhanced (setup &amp; optimization)</i>											
PPC	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
<i>Includes: setup, management &amp; optimization of Google (Enhanced Campaigns) &amp; Bing/Yahoo</i>											
Google Ad Spend	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$1,500	\$1,500	\$1,500	\$3,000	\$3,000	\$3,000
Bing/Yahoo Ad Spend	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$750	\$750	\$750	\$1,500	\$1,500	\$1,500
Display Retargeting (Remarketing on Google Display Network, Adara)	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
<i>Includes: setup, banner ad creative, ad copy, marketing message updates</i>											
CPC/CPM Ad Spend	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,000	\$1,000	\$1,000	\$1,500	\$1,500	\$1,500
Meta Search (TripAdvisor, Google Hotel Finder)	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125
<i>Includes: setup, management &amp; optimization of TripAdvisor Check Rates, Google Hotel Price Ads (Organic, Map, + Local, Google Hotel Finder)</i>											
TripAdvisor Check Rates CPC Spend	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750
Google Hotel Price Ads CPC Spend	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750
Social Media (setup, design modifications, posts)	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
<i>Includes: social media page setups (Facebook, Twitter, Google+, Pinterest, Instagram), training, consulting, social media page updates &amp; design (Facebook Tabs &amp; Microsite)</i>											
Email Marketing/eCRM	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650
<i>Includes: setup, management &amp; optimization of design, creative, copy &amp; distribution</i>											
Paid Links (Convention & Visitors Bureaus, Destination Marketing Organizations, local hotel directories)	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
<b>Need Period Marketing Campaigns &amp; Initiatives</b>											
Limited Time Offer (Private Sale) with Promotional Codes via Email, Onsite Messaging, PPC, Display, Social (based on seasonality & booking pace)	\$500	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
<b>Total</b>	<b>\$37,925</b>	<b>\$14,225</b>	<b>\$14,225</b>	<b>\$14,225</b>	<b>\$14,225</b>	<b>\$11,475</b>	<b>\$11,475</b>	<b>\$11,475</b>	<b>\$14,225</b>	<b>\$14,225</b>	<b>\$14,225</b>

Dec	Total
\$1,200	\$14,200
\$750	\$28,250
\$750	\$9,000
\$1,000	\$15,000
\$250	\$4,750
\$400	\$4,800
\$3,000	\$31,500
\$1,500	\$15,750
\$250	\$3,000
\$1,500	\$16,500
\$125	\$1,500
\$750	\$9,000
\$750	\$9,000
\$500	\$6,000
\$650	\$7,800
\$250	\$3,000
\$600	\$7,100
\$14,225	\$186,150