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| *A picture containing logo  Description automatically generatedMarketing Budget* |
|
| *Category* | *Q1 (January – March)* | *Q2 (April – June)* | *Q3 (July – September)* | *Q4 (October – December)* |
| *Total Cost* | *% of Total* | *Total Cost* | *% of Total* | *Total Cost* | *% of Total* | *Total Cost* | *% of Total* |
| *National Marketing* |  |  |  |  |  |  |  |  |
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| *Public Relations* |  |  |  |  |  |  |  |  |
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| *Content Marketing* |  |  |  |  |  |  |  |  |
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| *Social Media* |  |  |  |  |  |  |  |  |
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| *Advertising* |  |  |  |  |  |  |  |  |
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| *Web* |  |  |  |  |  |  |  |  |
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| *Market Research* |  |  |  |  |  |  |  |  |
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| *Other* |  |  |  |  |  |  |  |  |
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