

Amp up your social media with social advertising – Budgeting Worksheet

How to use this budgeting worksheet

1. Identify your goals. Before you begin, you'll want to come to a consensus with your organization on what success looks like. How many likes does your organization want, or how many clicks to your blog or website pages would be viewed as a success? Fill out the monthly goals column for the campaign objectives that are relevant to your organization and change the blanks to real numbers.
2. Multiply the numbers (goals) you've set in the monthly goals column by the average cost per action and use this number to fill in the recommended monthly budget column.
3. Total up the columns to get a sense for what you'll need to budget to reach your goals. If this number is more than what your organization is comfortable spending, you'll want to go back and re-prioritize your goals.

Pro tip: If you've run any social advertising campaigns in the past – use your average cost per action(s) in place of these averages for a more accurate budget recommendation. Example: If your organization has run a Facebook “like” campaign to a particular audience that you'd like to use again and the average cost per like for that campaign was \$0.75, replace our \$1.00-per-like estimate with your data.

Note: The cost of generating leads is affected by your target audience and the quality of your offers. To determine an average cost per action related to leads, we recommend a period of testing to develop a baseline specific to your organization.

Need help with your social media/content strategy? We can help. [Request a free consultation](#) where we can sit down and discuss how social media, social media advertising and owned content can further your organization's goals.



Amp up your social media with social advertising – Budgeting Worksheet

Platform	Campaign Objective	Monthly Goal	Average Cost Per Action	Recommended Monthly Budget
Facebook	Page Like	Likes	\$1.00	
	Boosted Post	Impressions	\$3.00 (per 1,000 impressions)	
	Website Clicks	Clicks	\$0.75	
	Lead Gen	Leads	\$3.00 - \$50.00	
				Facebook Total Budget
Twitter	Followers	Followers	\$1.66	
	Tweet engagement	Engagements	\$0.50	
	Link Clicks	Clicks	\$3.00	
	Leads	Leads	\$15.00 - \$100.00	
				Twitter Total Budget
			Total Overall Budget	