Farm Marketing Budget Template

A farm marketing budget template for farms planning what to spend on advertising, signs, events, and online tools. It compares planned and actual costs through the year.

Farm / unit: _____ Date: _____ By: _____

Marketing goals

Total marketing budget

Advertising costs

Signs and printing

Events and market fees

Website and online tools

Photography and video

Gifts and samples

Planned versus actual review

TIP Review actual spending against the plan each month and shift money to what works.