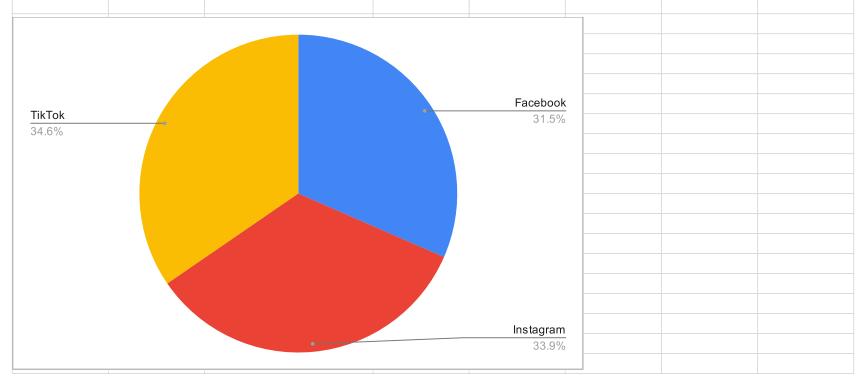
	The	Bést	Budget
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	Monthly budget	% of monthly budget	Yearly budget		October		
CATEGORY				Week 1	Week 2	Week 3	Week 4
Facebook	\$945.00	31.54%	\$11,340.00	\$840.00	\$105.00	\$0.00	\$0.00
Instagram	\$1,015.00	33.88%	\$12,180.00	\$840.00	\$0.00	\$175.00	\$0.00
TikTok	\$1,036.00	34.58%	\$12,432.00	\$826.00	\$0.00	\$210.00	\$0.00
	\$0.00	0.00%	\$0.00				
	\$0.00	0.00%	\$0.00				
	\$0.00	0.00%	\$0.00				
	\$0.00	0.00%	\$0.00				
	\$0.00	0.00%	\$0.00				
	\$0.00	0.00%	\$0.00				
TOTALS	\$2,996.00		\$35,952.00	\$2,506.00	\$105.00	\$385.00	\$0.00



Facebook spen	ding budget																		
		Week 1		1 Week 1		Week 2		Week 2		Week 3		Week 3		Week 4		Week 4		Totals	
Product	Objective	Price structure	Units to purchase	Daily spend	Weekly spend	Price structure	Units to purchase	Daily spend	Weekly spend	Price structure	Units to purchase	Daily spend	Weekly spend	Price structure	Units to purchase	Daily spend	Weekly spend	Average weekly spend by product	
lmage - Feed	Engagement	CPM	3		24 16	8 CPM	1		0	CPM	1			0 CPM	1		-	42	16
Video - Feed	Awareness	CPM	1		12 8	4 CPC	4		0	CPC	4			0 CPC	4		-	21	8
Image - Story	Awarness	CPM	1		8 5	6 CPM	15		0	CPM	15			0 CPM	15		-	14	5
Video - Story						0			15 105					0			-	26.25	10
Carosel	Awareness	CPC	2		38 26	6 CPC	3		0	CPC	3			0 CPC	3		-	66.5	26
Collection	Reach	CPC	2		38 26	6			0					0			-	66.5	26
Fotals					84		23		15 105		23		0	0	23		0	236.25	94
Product	CPM	CPC	CPA																
lmage - Feed	S	8 \$1	0 \$25																
Video - Feed	\$12	2 \$1	5 \$30																
image - Story	S	8 \$1	0 \$25																
Video - Story	\$12	2 \$1	5 \$30																
Carosel	\$1:	5 \$1	9 \$49																
Collection	\$1:	5 \$1	9 \$49																

Instagram spend																			
		Week 1		Week 1		Week 2		Week 2		Week 3		Week 3		Week 4		Week 4		Totals	
Product	Objective	Price structure	Units to purchase	Daily spend	Weekly spend	Price structure	Units to purchase	Daily spend	Weekly spend	Price structure	Units to purchase	Daily spend	Weekly spend	Price structure	Units to purchase	Daily spend	Weekly spend	Average weekly spend by product	
Image - Feed	Engagement	CPM	3	2	4 168	3			())			-	0 42	168
Video - Feed	Awareness	CPM	1	1	2 84	1			())			-	21	84
Image - Story	Awareness	CPM	1		8 56	5			())			-	14	56
Video - Story					()			()		25	17:	5				0 43.75	
Carosel	Reach	CPC	2	3	8 266	5			())			-	0 66.5	266
Explore	Reach	CPC	2	3	8 266	5			())			-	0 66.5	266
Totals			9	12	0 840)	0		0 ()	0	25	17:	5	0		0	253.75	1015
Product	CPM	CPC	CPA																
Image - Feed	s	8 \$1	10 \$25																
Video - Feed	\$1	2 \$1	15 \$30																
Image - Story	s	8 \$1	10 \$25																
Video - Story	\$1	2 \$1																	
Carosel	\$1	5 \$1	19 \$49																
Explore	\$1	5 \$1	19 \$49																

			ek 1	,	Week 1	Week 2		Week 2		Week 3		Week 3		Week 4		Week 4		Totals	
Product	Objective	Price structure	Units to purchase	Daily spend	Weekly spend	Price structure	Units to purchase	Daily spend	Weekly spend	Price structure	Units to purchase	Daily spend	Weekly spend	Price structure	Units to purchase	Daily spend	Weekly spend	Average weekly spend by product	
In-feed video	Engagement	CPM	1		8 56				0				(0 14	5
TopView video	Reach	CPC	1		20 140	1			0				(0 35	14
Brand hastag					(1			0				(1				0 0	
Brand takeover					(1			0			3	0 210					0 52.5	21
Branded hashtag challenge	Engagement	CPC	1		90 630	1			0				(0 157.5	21 63
					(0				(0	
Totals			3	1	18 826	i	0		0 0		0	3	0 210		0		0	0 259	103
Product	CPM	CPC	CPA																
n-feed video	S	8 \$10	\$25																
TopView video	\$1	5 \$20	\$40																
Brand hastag	\$1	5 \$20	\$40																
Brand takeover	\$3	0 \$50	\$100	1															
Branded hashtag challenge	\$4	5 \$90	\$150																