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MONTHLY CAMPAIGN PLANNER

COMPANY	MONTH	PREPARED BY	UPDATED

Campaign	Goal	Channel	Owner	Start	End	Budget	Actual	Status
Total								

Marketing budget for the month	
Left to allocate	
Spent so far, % of month's budget	

Status: Idea, Planned, Live, Done, Paused. Dates as "May 3". Amounts in USD.

KEY DATES THIS MONTH

WHAT WORKED, WHAT TO CHANGE NEXT MONTH