



BUDGETING AND RESOURCING

Practical Exercises

Exercise 1

Lesson Goal: Outline the factors that can impact a marketing budget

You are a marketing manager for a medium-sized clothing retailer and have recently seen a high level of staff turnover. You are keen to address this and have decided to review your existing resourcing approach.

Create a Resourcing Action Plan that details the following:

- The skills required
- How to attract the right people (offering attractive packages and so on)
- Training
- How to motivate employees

You can then liaise with HR in order to optimize the recruitment process and retain talent.

Exercise 2

Lesson Goal: Outline how to set a budget

You work in marketing for a supermarket chain. Your manager has tasked you with breaking down the marketing budget for a range of timeframes over the next year.

You use a multi-channel marketing strategy, which should be incorporated into this breakdown. Use the following considerations to complete this task:

- Daily, Monthly, Quarterly time periods
- Recognize Scope for Budget Reallocation
- Inbound and Outbound Channels
- Resources
- Targeting

Now create a budget plan detailing the timeframes for the varying components of the marketing strategy.

Exercise 3

Lesson Goal: Outline how to set a budget

You are the marketing manager for an online travel company and acknowledge that in order to develop accurate budgets, you need to consider the impact of external factors on budget planning.

Write a one-page document (200 words) that details the external factors that could impact the marketing budget for your company. In completing this task, consider the following:

- ↗ Seasonality
- ↗ New Consumer Trends
- ↗ Geographical Factors
- ↗ Unforeseen Changes
- ↗ Adaptability

Exercise 4

Lesson Goal: Outline how to apply a budget

You work for a well-known coffee shop chain that is launching a new range of drinks in the coming weeks. You are planning a 4-week multi-channel campaign to coincide with the launch. For this campaign you have been set a budget of \$20,000 that is to be used across all channels.

You now have the task of breaking down this budget and allocating it in order to form a complete campaign. In carrying out this task, you should consider the following factors:

- Developing a resource map to establish the resources you require
- Establish the costs of resources including staff, digital agencies, online ads, paid search, social media promotion
- Proportional cost of support networks, for example, Marketing Automation, Analytics Tools, and Social Listening Tools.

You can complete the metric part of this task in a Word document or as an Excel table, with estimated budget numbers you could source from searching online for benchmarks.

Item	Week 1	Week 2	Week 3	Week 4
Agency	500	500	500	500
Social Ads	900	700	700	1100

Exercise 5

Lesson Goal: Outline how to recruit and train digital marketing personnel

You work in marketing for an airline and are looking to bring a new digital marketing manager on board. Write a draft of a job spec for a new hire, including the following key elements:

- Brief job description
- Roles and responsibilities
- Start date and working hours
- Grievance procedure

Include other elements you believe would be important to include for this role.

