



January 2024 - EXPENSE TABLE	\$201,000.0
EXPENSE ITEM	ACTUAL
<b>Advertising:</b>	<b>\$60,000.0</b>
Google Ads	\$10,000.0
Social Media Ads (Facebook, Instagram)	\$15,000.0
Display Ads	\$5,000.0
Print Ads (Newspapers, Magazines)	\$25,000.0
Outdoor Ads (Billboards, Banners)	\$5,000.0
<b>Content Creation:</b>	<b>\$53,000.0</b>
Blog Posts	\$5,000.0
Videos Production	\$8,000.0
Infographics Design	\$10,000.0
E-books/Whitepapers	\$20,000.0
Podcast Production	\$10,000.0
<b>Events &amp; Sponsorships:</b>	<b>\$38,000.0</b>
Trade Shows/Exhibitions	\$10,000.0
Event Sponsorships	\$10,000.0
Community Events	\$6,000.0
Webinars/Workshops	\$5,000.0
Speaking Engagements Fees	\$7,000.0
<b>Digital Marketing Tools:</b>	<b>\$30,000.0</b>
Email Marketing Software	\$8,000.0
Analytics Tools	\$6,000.0
SEO Tools	\$7,000.0
Social Media Management Tools	\$4,000.0
CRM Software	\$5,000.0
<b>Public Relations:</b>	<b>\$20,000.0</b>
Press Releases	\$5,000.0
Media Relations Fees	\$4,000.0
Crisis Management	\$2,000.0
Influencer Collaborations	\$3,000.0
PR Agency Fees	\$6,000.0