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COURSE BROCHURE

# Campaign Budget Allocation and Return on Marketing Spend Training Course

23 – 27 August 2027
Casablanca

# Campaign Budget Allocation and Return on Marketing Spend Training Course

**Ref:** 2309_86110 **Date:** 23 – 27 August 2027 **Location:** Casablanca **Fees:** 4500 GBP

Campaign Budget Allocation and Return on Marketing Spend is a 1-week training course for marketing managers and campaign planners who set and defend campaign budgets, and it produces a campaign budget and return tracker. Finance directors now question every media line and expect marketing to show which channels pay back. Jupiter Prime Training offers this course to marketers who hold that spend.

## Why Campaign Budget Allocation and Return on Marketing Spend Matters Now

Three groups shape campaign spending today: finance directors who treat marketing as an investment that must earn a return, media and agency partners whose pricing shifts by audience and season, and sales leaders who want the leads a campaign promised. A marketing function that sets budgets from objectives, allocates by channel evidence and moves money during a campaign wins trust and further funding; one that spreads spend by habit cannot explain results. The course rests on objective-and-task budgeting, cost per acquisition analysis and incremental return testing.

## Who Gains Most from Campaign Budget Allocation and Return on Marketing Spend

- Marketing managers who own an annual campaign allocation
- Campaign planners who split spend across paid, owned and partner channels
- Digital specialists who manage bids and daily spend caps
- Brand leads who weigh awareness activity against conversion activity
- Marketing operations staff who track invoices, commitments and agency fees

A marketing department attending with its finance business partner gains most.

## Campaign Budget Allocation and Return on Marketing Spend Capabilities

Participants move from a channel wish list to a costed campaign whose return can be tracked week by week.

- Build a campaign budget from objectives and the tasks needed to reach them — marketing director
- Allocate spend across channels using cost per acquisition and reach evidence — media partners
- Calculate return on marketing spend and contribution per campaign — finance director
- Design test and control cells that isolate incremental sales — insight teams
- Weigh in-flight reallocation against committed media and agency terms — campaign owners
- Communicate campaign results and next-period requests in commercial language — sales and executive leaders

## Key Campaign Budget Allocation and Return on Marketing Spend Terms

- Objective-and-task budgeting — setting a campaign budget by costing the activities needed to reach a stated objective.
- Cost per acquisition — total campaign spend on a channel divided by the customers or leads it produced.
- Return on marketing spend — incremental gross margin from a campaign divided by its marketing cost.
- Incrementality — the share of results caused by the campaign rather than sales that would have happened anyway.
- Flighting — the timing pattern of campaign spend across weeks, including bursts and pauses.
- Working and non-working spend — media that reaches customers versus fees, production and other supporting costs.

## Campaign Budget Allocation and Return on Marketing Spend Day by Day

### Day 1: Campaign Money in Commercial Context

- Marketing Spend as Investment — Finance and Sales Expectations Mapped
- Objective-and-Task Budgeting — Costing Activities Behind Each Goal
- Working and Non-Working Spend Split — Media Against Fees and Production
- Campaign Calendar and Flighting — Bursts, Pauses and Seasonal Peaks
- Retail Promotion and Telecom Launch Cases — Two Campaign Budgets Compared

### Day 2: Channel Allocation

- Channel Cost Benchmarks — Reach, Click and Lead Prices
- Cost Per Acquisition by Channel — Ranking Paid, Owned and Partner Media
- Funnel Stage Allocation — Awareness Versus Conversion Spend
- Agency and Media Contract Terms — Commitments, Rebates and Cancellation
- Contingency and Test Budget — Funds Reserved for New Channels

### Day 3: Measuring Return

- Return on Marketing Spend Calculation — Margin Rather Than Revenue
- Customer Lifetime Value — Acquisition Cost Ceilings Set
- Attribution Approaches — Last Touch, Multi-Touch and Their Limits
- Test and Control Cells — Incremental Sales Isolated
- Campaign Contribution Statement — Spend Matched to Margin Earned

### Day 4: In-Flight Decisions

- Weekly Pacing Report — Actual Spend Against Flighting Plan
- Reallocation Triggers — Thresholds for Moving Channel Funds
- Diminishing Returns Curves — Spotting Saturated Channels
- Commitment and Accrual Tracking — Invoices Matched to Bookings
- Post-Campaign Review — Lessons Carried Into the Next Brief

## Day 5: Practising the Campaign Budget and Return Tracker

- Objective-and-Task Build Exercise — Case Campaign Costed
- Channel Allocation Exercise — Spend Split Defended With Evidence
- Return and Incrementality Exercise — Test Results Interpreted
- Reallocation Rehearsal — Mid-Campaign Decision Presented to Finance
- Campaign Budget and Return Tracker — Complete Tracker Presented for Challenge

## Applying Campaign Budget Allocation and Return on Marketing Spend After the Course

- Rebuild the next campaign budget from its objective and costed tasks, with cost per acquisition targets set for each channel.
- Run a weekly pacing report during the next campaign and agree reallocation triggers with the finance business partner before launch.

## Campaign Budget Allocation and Return on Marketing Spend Questions FAQ

### What is Campaign Budget Allocation and Return on Marketing Spend and why does it matter now?

It is the setting, splitting and measuring of campaign money. Finance now expects marketing to prove which channels pay back, so budgets built on habit are increasingly cut.

### Which roles gain most from Campaign Budget Allocation and Return on Marketing Spend?

Marketing managers and campaign planners gain most, together with digital specialists and marketing operations staff who track spend and commitments.

### How does Campaign Budget Allocation and Return on Marketing Spend differ from a marketing strategy course?

It differs by focusing on money. Strategy courses cover positioning, segments and messaging; this course covers budget setting, channel allocation, return calculation and moving spend while a campaign runs.

### What do you bring back from Campaign Budget Allocation and Return on Marketing Spend?

You bring back a campaign budget and return tracker built on a case, with costed tasks, channel allocation, return calculations and pacing triggers ready for your next campaign.

## Campaign Budget Allocation and Return on Marketing Spend: The Way Forward

The campaign budget and return tracker first informs how next period's marketing allocation is split between channels. Marketing managers, campaign planners and finance partners use it from brief to post-campaign review. After its first use, revisit the incrementality assumptions: they decide whether reported returns reflect real customer response or sales that would have arrived without the campaign.