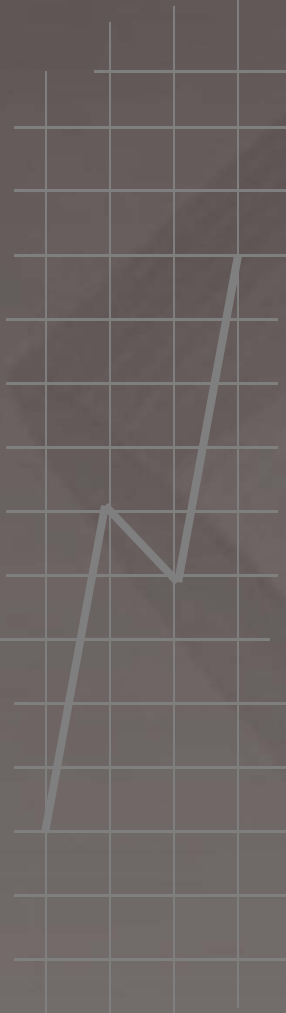




AMP UP Your Advertising, Marketing and Promotion Plans

- 
- 78 total responses
 - We buy for less so we can sell for less
 - 63 False; 10 True
 - Now I have changed my mind to false
 - Regularly \$13.99; today 2/\$20. How much is one today?
 - \$10 – 20; \$13.99 – 50

- 
- Purchase from the manufacturer; cost is \$12 and sells for \$20. Buy from a wholesaler for \$15; what is the price you sell it for?
 - \$20.00 – 37; \$23.00 – 21
 - Others \$21 to \$29.99




- Purchase from wholesaler at \$10 and sell for \$14. You can get it from the manufacturer for \$8. What is the selling price?
- \$14 – 67;
- Others \$10.99 to \$13.99

- 
- Wholesaler has closeout of bar accessories. 10 different items and cost is \$2. Selling price is \$6 to \$10. How do you price the items?
 - Same – 58;
 - \$4; second one is \$1; \$5; \$5.99 to \$9.99; BOGO



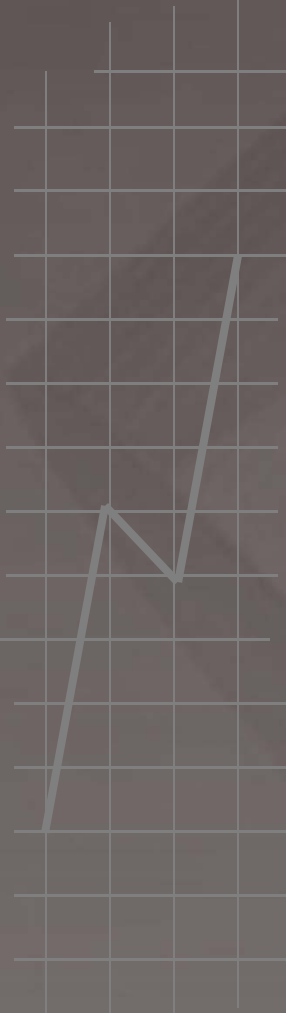
- Item costs \$5. In one sentence how do you determine the selling price?
- What the market will bear – 27; \$7.50; \$9.00; a chart or what it should be by gross profit %
- There is one item left on the shelf what do you do?
- Clearance sale - 55
- Sell it as one of a kind
- Dust it

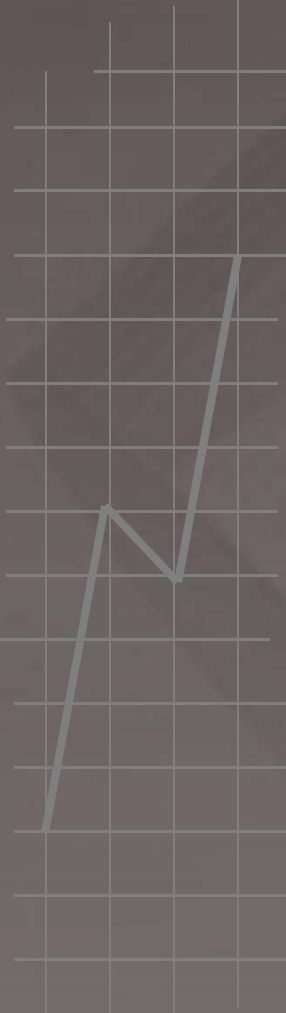
- 
- A customer wants to buy six of an item that us usually bought as a single. What do you do?
 - Discount price – 36; no discount – 37
 - Item on the shelf is last one and a bit “worn”; what do you do?
 - Closeout price – 47; Return to vendor – 10; Just sell it - 13



- Manufacturer has announced they are going to discontinue a product that has sold well in your store; what do you do?
- Buy more (without any mention of discounting) – 40; look for a replacement - 28



- 
- What is the purpose of your advertising?
 - How do you measure the success of your advertising?
 - How have you determined your advertising in the past?

- 
- What components does your advertising budget include?
 - How have you been making these decisions?
 - How about a tool that will help you plan; keep you on budget; purchase your media better; get better results
 - If you have a laptop or tablet and are online, download the AMP Excel file at profitsplus.org

- E-retailer
- Magazine editors
- Articles by Tom
- AMP calculator
- SBA subscribers
- Contact us

Google™ Custom Search x

The AMP Calculator is a planning tool to assist the small business owner/manager in developing and implementing their advertising plan over the course of a year. AMP is an acronym for Advertising, Marketing, and Promotion - the three crucial aspects of a successful budget.

The AMP calculator walks you through a series of questions about your business and helps you made decisions about how much money you should spend and where to spend it.

There are two versions of the AMP calculator. The first link below is the newer version that you can download as an Excel template. The second version is the online version that we developed many years ago. If you want to use the online version, you will want to follow the link below which allows you to register for the AMP calculator.

If you are a current AMP subscriber, enter your username and password to access your AMP calculator. If you have any questions, do not hesitate to call us at (727) 464-2182.

For those having attended a class that Tom Shay has taught on utilizing the AMP calculator, this is the Excel template that was demonstrated.

[Advertising, Marketing, Promotion calculator](#)

Username:

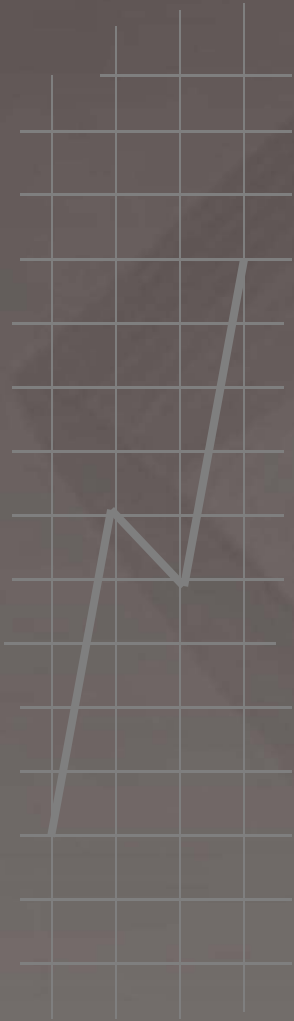
ese
lia
ok
n
ire
er

Follow

1h
y

21h
y

21h
y



- The money you save with the media by planning because of annual/seasonal contracts
- Sales – past or anticipated (Row 3)

Home Insert Page Layout Formulas Data Review View Add-Ins

Cut Copy Paste Format Painter Clipboard

Calibri 11 Font

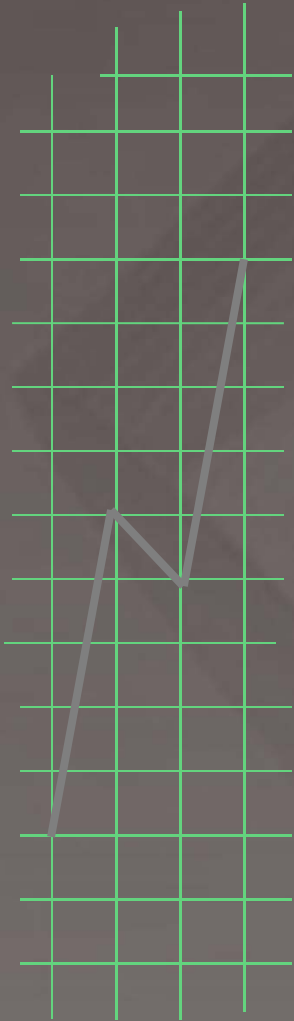
Alignment

Text Number

Conditional Formatting Styles

C64 fx =C17

Advertising, Marketing, Promoting (AMP) Calculator from Profits Plus												
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
2												
3	Sales	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
4	(Previous or anticipated)											
5	Overall budget	3.00%	As a percentage of sales									
6		\$ 3,600	As a dollar amount									
7	Contingency budget	10.00%	Percentage of overall budget set aside for unplanned opportunities									
8		\$ 360	Total contingency budget for year									
9	Advertising budget	60.00%	Percentage of overall budget for traditional advertising									
10		\$ 2,160	Total advertising budget for year									
11	Marketing budget	15.00%	Percentage of overall budget for Image, cause, social media									
12		\$ 540	Total marketing budget for year									
13	Promoting budget	15.00%	Percentage of overall budget for speaking only to existing customers									
14		\$ 540	Total promoting budget for year									
15	Total budget	100.00%	Must equal 100%									
16	Budget for each month:											
17	Contingency budget	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30
18	Advertising budget	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180
19	Marketing budget	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
20	Promoting budget	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
21												
22	Monthly advertising budget percentage	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
23	Newspaper #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
24	Newspaper #2	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
25	Newspaper #3	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
26	Radio #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18



- Percentage of sales (Cell B5)
- Traffic
- Price image
- Competition
- Store awareness
- Sales volume

Home Insert Page Layout Formulas Data Review View Add-Ins

Cut Copy Paste Format Painter Clipboard

Calibri 11 Font

Alignment

Text Number

Conditional Formatting Styles

C64 fx =C17

Advertising, Marketing, Promoting (AMP) Calculator from Profits Plus												
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
3	Sales	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
4	(Previous or anticipated)											
5	Overall budget	3.00%	As a percentage of sales									
6		\$ 3,600	As a dollar amount									
7	Contingency budget	10.00%	Percentage of overall budget set aside for unplanned opportunities									
8		\$ 360	Total contingency budget for year									
9	Advertising budget	60.00%	Percentage of overall budget for traditional advertising									
10		\$ 2,160	Total advertising budget for year									
11	Marketing budget	15.00%	Percentage of overall budget for Image, cause, social media									
12		\$ 540	Total marketing budget for year									
13	Promoting budget	15.00%	Percentage of overall budget for speaking only to existing customers									
14		\$ 540	Total promoting budget for year									
15	Total budget	100.00%	Must equal 100%									
16	Budget for each month:											
17	Contingency budget	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30
18	Advertising budget	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180
19	Marketing budget	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
20	Promoting budget	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
22	Monthly advertising budget percentage	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
23	Newspaper #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
24	Newspaper #2	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
25	Newspaper #3	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
26	Radio #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18



- Contingency budget – % of overall budget (Cell B7)
- A deal comes along
- Contingency has no monthly budget
- Do you budget for it or let the budget go into excess?

Home Insert Page Layout Formulas Data Review View Add-Ins

Cut Copy Paste Format Painter Clipboard

Calibri 11 Font

Alignment

Text Number

Conditional Formatting Styles

C64 fx =C17

Advertising, Marketing, Promoting (AMP) Calculator from Profits Plus												
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
3	Sales		\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
4	(Previous or anticipated)											
5	Overall budget	3.00%	As a percentage of sales									
6		\$ 3,000	As a dollar amount									
7	Contingency budget	10.00%	Percentage of overall budget set aside for unplanned opportunities									
8		\$ 300	Total contingency budget for year									
9	Advertising budget	60.00%	Percentage of overall budget for traditional advertising									
10		\$ 2,160	Total advertising budget for year									
11	Marketing budget	15.00%	Percentage of overall budget for Image, cause, social media									
12		\$ 540	Total marketing budget for year									
13	Promoting budget	15.00%	Percentage of overall budget for speaking only to existing customers									
14		\$ 540	Total promoting budget for year									
15	Total budget	100.00%	Must equal 100%									
16	Budget for each month:											
17	Contingency budget		\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30
18	Advertising budget		\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180
19	Marketing budget		\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
20	Promoting budget		\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
22	Monthly advertising budget percentage		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
23	Newspaper #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
24	Newspaper #2	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
25	Newspaper #3	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
26	Radio #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18



- Marketing budget – % of overall budget (Cell B11)
- Image – donations, contributions, cause marketing, social media
- Other expenses?

Microsoft Excel ribbon showing Font, Alignment, Number, Styles, and Cells tabs. The Font tab is active, showing Calibri font, size 11, and various formatting options like Bold, Italic, Underline, and Merge & Center. The Number tab shows currency and percentage symbols. The Styles tab shows Conditional Formatting, Format as Table, and Cell Styles. The Cells tab shows Insert, Delete, and Format options.

Formula Bar: C64 =C17

Advertising, Marketing, Promoting (AMP) Calculator from Profits Plus														
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	
Sales		\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	
(Previous or anticipated)														
Overall budget	3.00%	As a percentage of sales												
	\$ 3,600	As a dollar amount												
Contingency budget	10.00%	Percentage of overall budget set aside for unplanned opportunities												
	\$ 360	Total contingency budget for year												
Advertising budget	60.00%	Percentage of overall budget for traditional advertising												
	\$ 2,160	Total advertising budget for year												
Marketing budget	15.00%	Percentage of overall budget for Image, cause, social media												
	\$ 540	Total marketing budget for year												
Promoting budget	15.00%	Percentage of overall budget for speaking only to existing customers												
	\$ 540	Total promoting budget for year												
Total budget	100.00%	Must equal 100%												
Budget for each month:														
Contingency budget		\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	
Advertising budget		\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	
Marketing budget		\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	
Promoting budget		\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	
Monthly advertising budget percentage														
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	
Newspaper #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	
Newspaper #2	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	
Newspaper #3	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	
Radio #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	

Windows taskbar showing the 'Advertising Marketing Promoting' window. The system tray shows the date and time as 20:00. The taskbar includes icons for various applications like Internet Explorer, Firefox, and Word.



- Promoting budget - % of overall budget (Cell B13)
- Speaking only to existing customers
- Advertising is talking to the public; promoting is talking to your customers
- How can you tell your existing customers new products have arrived?
- What can you do to 'talk' to your customer?

Microsoft Excel ribbon showing Font, Alignment, Number, Styles, and Cells tabs. The Font tab is active, showing Calibri font, size 11, and various formatting options like Bold, Italic, Underline, and Merge & Center. The Number tab shows currency and percentage symbols. The Styles tab shows Conditional Formatting and Cell Styles. The Cells tab shows Insert, Delete, and Format options.

Formula Bar: C64 fx =C17

Advertising, Marketing, Promoting (AMP) Calculator from Profits Plus														
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	
1	Advertising, Marketing, Promoting (AMP) Calculator from Profits Plus													
2		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	
3	Sales	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
4	(Previous or anticipated)													
5	Overall budget	3.00%	As a percentage of sales											
6		\$ 3,600	As a dollar amount											
7	Contingency budget	10.00%	Percentage of overall budget set aside for unplanned opportunities											
8		\$ 360	Total contingency budget for year											
9	Advertising budget	60.00%	Percentage of overall budget for traditional advertising											
10		\$ 2,160	Total advertising budget for year											
11	Marketing budget	15.00%	Percentage of overall budget for Image, cause, social media											
12		\$ 540	Total marketing budget for year											
13	Promoting budget	15.00%	Percentage of overall budget for speaking only to existing customers											
14		\$ 540	Total promoting budget for year											
15	Total budget	100.00%	Must equal 100%											
16	Budget for each month:													
17	Contingency budget	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30
18	Advertising budget	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180
19	Marketing budget	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
20	Promoting budget	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
21														
22	Monthly advertising budget percentage	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	
23	Newspaper #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
24	Newspaper #2	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
25	Newspaper #3	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
26	Radio #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18

Navigation buttons: Home, Insert, Page Layout, Formulas, Data, Review, View, Send To Back, Undo, Redo, Refresh, Print, Close, Save, Open, Recent, Home, Insert, Page Layout, Formulas, Data, Review, View, Send To Back, Undo, Redo, Refresh, Print, Close, Save, Open, Recent

Ready

- 65% of the customers that go elsewhere do so because they think you do not care





Home

Meeting planners

Calculators

Resources

E-retailer

Magazine editors

Articles by Tom

AMP calculator

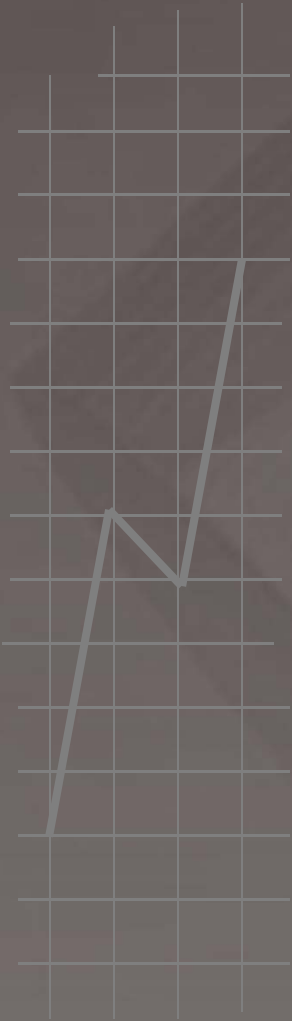
SBA subscribers

Contact us

What is a customer worth calculator

How much does a customer spend with your business over the lifetime of the relationship? Use this calculator to calculate an accurate estimate.

	A	B
1	Average size of ticket	<input type="text"/>
2	Average number of transactions a customer makes with your business each year	<input type="text"/>
3	Annual spending (Multiply row 1 by Row 2)	<input type="text"/>
4	Number of years the customer will do business with you:	<input type="text"/>
5	Lifetime spending (Multiply row 3 by row 4)	<input type="text"/>
6	Your gross margin (or commission)	<input type="text"/>
7	Lifetime value of a customer:	<input type="text"/>



- Advertising budget - % of overall budget (Cell B9)
- Column A (Row 23-41) is where you name the individual media
- Divide the remaining 'pie' among the traditional media (Rows 23-41, column B) by percentage
- How do you select each?
- Why do you select each?

Microsoft Excel ribbon showing: Clipboard (Paste, Cut, Copy, Format Painter), Font (Calibri, 11, Bold, Italic, Underline, Text Color, Background Color), Alignment (Wrap Text, Merge & Center), Number (Text, Currency, Percentage, Decimals), Styles (Conditional Formatting, Format as Table, Cell Styles), Cells (Insert, Delete, Format), and AutoSum (Fill, Clear).

Formula Bar: C64 fx =C17

Advertising, Marketing, Promoting (AMP) Calculator from Profits Plus														
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	
1	Advertising, Marketing, Promoting (AMP) Calculator from Profits Plus													
2		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	
3	Sales	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
4	(Previous or anticipated)													
5	Overall budget	3.00%	As a percentage of sales											
6		\$ 3,600	As a dollar amount											
7	Contingency budget	10.00%	Percentage of overall budget set aside for unplanned opportunities											
8		\$ 360	Total contingency budget for year											
9	Advertising budget	60.00%	Percentage of overall budget for traditional advertising											
10		\$ 2,160	Total advertising budget for year											
11	Marketing budget	15.00%	Percentage of overall budget for Image, cause, social media											
12		\$ 540	Total marketing budget for year											
13	Promoting budget	15.00%	Percentage of overall budget for speaking only to existing customers											
14		\$ 540	Total promoting budget for year											
15	Total budget	100.00%	Must equal 100%											
16	Budget for each month:													
17	Contingency budget	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30
18	Advertising budget	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180
19	Marketing budget	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
20	Promoting budget	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
21														
22	Monthly advertising budget percentage	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	
23	Newspaper #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
24	Newspaper #2	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
25	Newspaper #3	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
26	Radio #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18

Worksheet Tab: Advertising Marketing Promoting

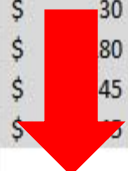
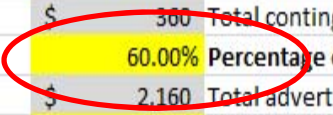


- For each media chosen, look at each row in columns 'C' through 'N'
- How many cells have a budget too small to spend?
- Revising the monthly expenditures for advertising
- Column C through N, rows 44-62, can be combined, deleted, shifted so that the expenditure is significant
- Column O must equal Column B

Microsoft Excel ribbon showing Font, Alignment, Number, Styles, and Cells tabs. The Font tab is active, showing Calibri font, size 11, and various formatting options like Bold, Italic, Underline, and Merge & Center. The Number tab shows currency and percentage symbols. The Styles tab shows Conditional Formatting and Cell Styles. The Cells tab shows Insert, Delete, and Format options.

Formula Bar: C64 fx =C17

Advertising, Marketing, Promoting (AMP) Calculator from Profits Plus														
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	
1														
2														
3	Sales	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
4	(Previous or anticipated)													
5	Overall budget	3.00%	As a percentage of sales											
6		\$ 3,600	As a dollar amount											
7	Contingency budget	10.00%	Percentage of overall budget set aside for unplanned opportunities											
8		\$ 360	Total contingency budget for year											
9	Advertising budget	60.00%	Percentage of overall budget for traditional advertising											
10		\$ 2,160	Total advertising budget for year											
11	Marketing budget	15.00%	Percentage of overall budget for Image, cause, social media											
12		\$ 540	Total marketing budget for year											
13	Promoting budget	15.00%	Percentage of overall budget for speaking only to existing customers											
14		\$ 540	Total promoting budget for year											
15	Total budget	100.00%	Must equal 100%											
16	Budget for each month:													
17	Contingency budget	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30
18	Advertising budget	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180
19	Marketing budget	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
20	Promoting budget	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
21														
22	Monthly advertising budget percentage	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	
23	Newspaper #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
24	Newspaper #2	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
25	Newspaper #3	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18
26	Radio #1	10.00%	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18



File Home Insert Page Layout Formulas Data Review View Add-Ins

Font: Calibri, 11, Bold, Italic, Underline, Text Color, Background Color, Paragraph Spacing, Bullets, Numbering, Merge & Center

Alignment: Left, Center, Right, Indent, Decrease Indent, Increase Indent

Number: Text, Percentage, Decimal, Fraction, More Numbering

Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

fx =C17

	Adjusted total	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total for media
oper #1	\$ 216	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 216
oper #2	\$ 216	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 216
oper #3	\$ 216	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 216
1	\$ 216	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 216
2	\$ 216	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 216
3	\$ 216	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 216
on #1	\$ 216	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 216
on #2	\$ 216	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 216
on #3	\$ 216	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 216
ail #1	\$ 216	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 18	\$ 216
ail #2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
ail #3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
#1	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
#2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
1	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
4	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
5	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
onthly advertising		\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	
onthly contingency	\$ 360	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 360
onthly marketing	\$ 540	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 540
onthly promoting	\$ 540	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 540
onthly expenditure		\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	



- For contingency, marketing and promoting
- How many cells have a budget too small to spend?
- Revising the monthly expenditures for advertising
- Column C through N, rows 64-66, can be combined, deleted, shifted so that the expenditure is significant
- Column O must equal Column B

Advertising_marketing_promoting_calculator [Compatibility Mode] - Microsoft Excel non-commercial use

Home Insert Page Layout Formulas Data Review View Add-Ins

Cut Copy Paste Format Painter Clipboard

Calibri 11 Font

Alignment

Number

Styles

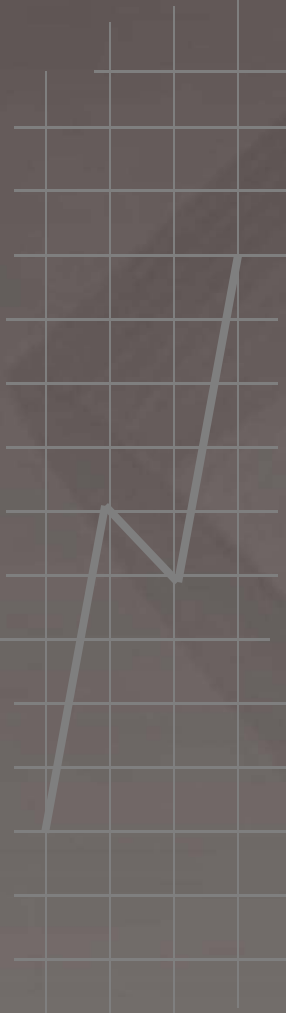
Cells

Editing

C64

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
62	Other #5	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
63	Total monthly advertising		\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	
64	Total monthly contingency	\$ 360	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 360
65	Total monthly marketing	\$ 540	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 540
66	Total monthly promoting	\$ 540	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 540
67	Total monthly expenditure		\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	
68		Dates		Event											
69	Week #1 (1st Quarter)														
70	Week #2														
71	Week #3														
72	Week #4														
73	Week #5														
74	Week #6														
75	Week #7														
76	Week #8														
77	Week #9														
78	Week #10														
79	Week #11														
80	Week #12														
81	Week #13														
82	Week #14 (2nd Quarter)														
83	Week #15														
84	Week #16														
85	Week #17														
86	Week #18														
87	Week #19														

Advertising Marketing Promoting

- 
- Create the weekly plans for the next 52 weeks
 - Enter the dates for column B, Rows 69-120
 - Column D – Event name, details, comments, results

Advertising_marketing_promoting_calculator [Compatibility Mode] - Microsoft Excel non-commercial use

Home Insert Page Layout Formulas Data Review View Add-Ins

Cut Copy Paste Format Painter Clipboard

Calibri 11 Font

Wrap Text Merge & Center Alignment

Text Number

Conditional Formatting Styles

Format as Table

Cell Styles


Insert Delete Format Cells

AutoSum Fill Clear Sort & Filter Find & Select Editing

C64 fx =C17

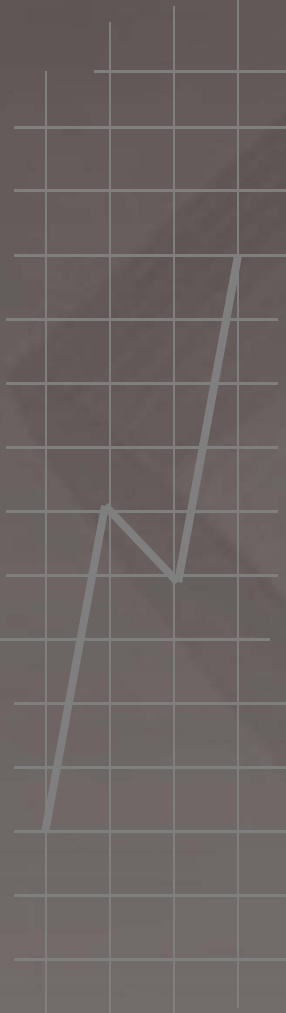
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
62	Other #5	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
63	Total monthly advertising		\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	
64	Total monthly contingency	\$ 360	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 360
65	Total monthly marketing	\$ 540	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 540
66	Total monthly promoting	\$ 540	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 540
67	Total monthly expenditure		\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	
68		Dates		Event											
69	Week #1 (1st Quarter)														
70	Week #2														
71	Week #3														
72	Week #4														
73	Week #5														
74	Week #6														
75	Week #7														
76	Week #8														
77	Week #9														
78	Week #10														
79	Week #11														
80	Week #12														
81	Week #13														
82	Week #14 (2nd Quarter)														
83	Week #15														
84	Week #16														
85	Week #17														
86	Week #18														
87	Week #19														

Advertising Marketing Promoting





- Expect to make better advertising purchases
- Expect to have given better thought to developing your advertising plans
- Expect to see better results from your advertising efforts
- Expect to learn to be a better manager from this exercise – you will apply it to other aspects of the business



Nothing in the world can take the place of persistence.

Talent will not; Nothing is more common than unsuccessful men with talent.

Genius will not; Unrewarded genius is almost a proverb.

Education will not; The world is full of educated derelicts. Persistence and determination alone are omnipotent.

- Calvin Coolidge