

IMH Social Media Budget Toolkit

Everything you need to calculate, plan, and get approval for your social media budget — three resources built to work together.

RESOURCES



Budget Calculator

Estimate the right social media budget for your business, built from your actual inputs.

10 minutes

[Open Calculator](#)



Budget Planner

Track planned versus actual spend across every campaign, channel, and quarter.

Ongoing

[Open Planner](#)



Approval Playbook

Turn your numbers into a request leadership can approve quickly.

30 minutes

[Open Playbook](#)



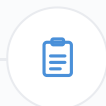
Toolkit Workflow

These three resources are designed to work in sequence, not in isolation — see how they connect below.

How the Toolkit Works



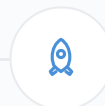
Calculate



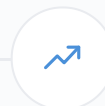
Plan



Approve



Execute



Optimize



Quick Tips

Start with the Calculator even if you already have a budget — it's the fastest way to sanity-check what you're currently spending.



Support

Questions about using the toolkit? Reach out to your IMH team contact or visit the website below for more resources.



Website



influencermarketinghub.com
Scan for more marketing resources.