

EMAIL MARKETING & NEWSLETTER

Monthly Expense Sheet

Month / Year

Prepared By

TOTAL BUDGETED

TOTAL ACTUAL

TOTAL VARIANCE

Platform & Software

Email Service Provider (ESP) Subscription

SMTP Relay & Deliverability Services

Marketing Automation Software

List Cleaning & Verification Tools

Content & Creative

Copywriting & Content Creation

Graphic Design & Branding assets

HTML Template Coding / Development

Stock Photography & Illustration Licenses

Acquisition & Growth

Lead Generation / Co-Marketing Ads

Newsletter Directory Listings

Referral Program Platform / Incentives

Testing & Analytics

Spam Testing & Inbox Preview Tools

A/B Testing & Optimization Software

Analytics & Reporting Dashboard Tools

Miscellaneous

Other / Unplanned Expenses

Total Monthly Expenses

Prepared By Signature

Approved By Signature

Date Approved