

# EMAIL MARKETING COST AND EXPENSE WORKSHEET

CAMPAIGN / PROJECT NAME

DATE / PERIOD

PREPARED BY

APPROVED BY

## 1. Platforms & Software

Email Service Provider (ESP)  
Subscription

Marketing Automation Tools

List Cleaning / Verification  
Services

A/B Testing & Analytics Tools

Spam & Deliverability Testing  
Software

## 2. Creative & Content Creation

Copywriting & Content  
Creation

Graphic Design (Templates,  
Banners, Assets)

Stock Photography / Video  
Licensing

HTML Coding & Template  
Development

## 3. List Growth & Acquisition

Lead Magnet Development

Paid Acquisition Campaigns  
(Social/Search Ads)

Co-marketing & Sponsorship  
Partnerships

**4. Labor, Personnel & Agency**

Agency Fees / Retainers

Freelance / Contractor Services

Internal Staff Dedicated Hours

**5. Other / Contingency**

Compliance & Legal Advice  
(GDPR, CAN-SPAM)

Miscellaneous Expenses

**GRAND TOTALS**

**KEY INSIGHTS & OBSERVATIONS**

**ACTION ITEMS FOR NEXT CAMPAIGN**

Prepared By (Signature)

Approved By (Signature)