

# NEWSLETTER & EMAIL CAMPAIGN BUDGET

Campaign Name: \_\_\_\_\_

Budget Period: \_\_\_\_\_

Prepared By: \_\_\_\_\_

Date: \_\_\_\_\_

## 1. Software & Technology

EXPENSE ITEM	ESTIMATED COST	ACTUAL COST	VARIANCE	NOTES
Email Service Provider (ESP) Subscription				
Email Verification / List Cleaning Service				
Design & HTML Coding Tools				
Spam Testing & Deliverability Tools				
Integration & Automation Platforms (e.g., Zapier)				
<b>Subtotal - Software &amp; Tech</b>				

## 2. Creative & Content Production

EXPENSE ITEM	ESTIMATED COST	ACTUAL COST	VARIANCE	NOTES
Copywriting & Content Creation				
Graphic Design (Templates, Banners, GIFs)				
Stock Photography & Asset Licensing				
Translation & Localization Services				
<b>Subtotal - Creative &amp; Content</b>				

## 3. List Growth & Marketing

EXPENSE ITEM	ESTIMATED COST	ACTUAL COST	VARIANCE	NOTES
Paid Acquisition Ads (Facebook, Google, etc.)				
Co-marketing & Newsletter Sponsorships				
Giveaway / Lead Magnet Hosting & Sourcing				
Affiliate / Referral Program Rewards				
<b>Subtotal - List Growth</b>				

#### 4. Analytics & Miscellaneous

EXPENSE ITEM	ESTIMATED COST	ACTUAL COST	VARIANCE	NOTES
Consulting & Strategy Fees				
Contingency / Emergency Reserve				
<b>Subtotal - Miscellaneous</b>				

#### Budget Summary

CATEGORY SUMMARY	TOTAL ESTIMATED	TOTAL ACTUAL	TOTAL VARIANCE	BUDGET % USED
1. Software & Technology				
2. Creative & Content Production				
3. List Growth & Marketing				
4. Analytics & Miscellaneous				
<b>GRAND TOTAL</b>				