

EMAIL MARKETING BUDGET

Newsletter & Campaign Expense Planner

Campaign / Period

Created By

Date

1. Software & Subscriptions

Email Service Provider (ESP) / Newsletter Platform	\$	\$	\$
SMTP Relay & Deliverability Services	\$	\$	\$
Email Verification & List Cleaning Tools	\$	\$	\$
A/B Testing & Analytics Software	\$	\$	\$

2. Content & Design Resources

Copywriting & Content Creation Services	\$	\$	\$
Graphic Design (Templates, Headers, Icons)	\$	\$	\$
Stock Photography & Asset Licensing	\$	\$	\$

3. List Growth & Lead Generation

Lead Magnet Development (PDFs, eBooks, etc.)	\$	\$	\$
Paid Acquisition Campaigns (Social/Search Ads)	\$	\$	\$
Giveaway / Sweepstakes Sponsorships	\$	\$	\$
Co-marketing & Newsletter Cross-promotions	\$	\$	\$

4. Miscellaneous

Domain Authentication (SPF/DKIM/DMARC Setup)	\$	\$	\$
Contingency / Overages Margin	\$	\$	\$

TOTAL BUDGET	\$	\$	\$
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