

Email Marketing Budget Breakdown

Overview

- Period: Q1 2024
- Goal: Monthly newsletter, promotional campaigns, and subscriber growth

Category	Description	Estimated Cost (USD)
Email Platform	Subscription to email service provider (ESP)	150
Design & Content	Copywriting, email design, graphics	250
List Management	List cleaning & segmentation tools	80
Analytics & Optimization	Tracking, A/B testing, reporting tools	60
Lead Generation	Signup forms, landing pages	80
Training & Courses	Online courses/subscriptions	40
Contingency	Unexpected expenses (approx. 5%)	33
Total		693

Notes:

- All costs are monthly estimates.
- Adjust line items as needed per campaign or scale.