Email Marketing Campaign Budget Framework

1. Campaign Details

Campaign Name

Start Date

End Date

Target Audience

Objective

2. Budget Breakdown

Expense Category	Description	Estimated Cost
Email Platform Subscription		
Email Design & Copywriting		
List Acquisition / Management		
Testing & Optimization		
Analytics & Reporting Tools		
Other		
Total Estimated Budget		

3. Expected Outcomes & KPIs

KPI	Target Value	Notes
Open Rate (%)		
Click-Through Rate (%)		
Conversion Rate (%)		
Unsubscribe Rate (%)		
ROI (%)		

4. Notes