

Email Marketing Plan Template

Campaign Overview

Campaign Name:

Campaign Goal:

Target Audience:

Start Date:

End Date:

Budget:

Email Content Plan

Email #	Subject Line	Send Date	Content Outline
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

List Segmentation

Segments Targeted:

Personalization Approach:

Schedule

Send Frequency:

Specific Send Days/Times:

KPIs & Metrics

Key Performance Indicators:

How Success Will Be Measured:

Notes