

Email Marketing Campaign Planning Sheet

We've put together this handy worksheet to help you make the most from the campaign.

Please complete this document and send it back to us with the Email Copy, Recipients list & Design ([here](#)). We would recommend that if you are not the person with the final say so, run this completed document past the person that does, saving both your time and ours.

Campaign Costs:

Unless you are on a special contract rate, then please note the cost per email recipient.

Campaign Fees:

Managed Campaign	Cost
Account Management	£50.00
Campaign Fee	£10.00
Spam & Delivery Test	£10.00
Email Template Design Or Conversion	£75 - 250

Email Costs:

Amount Of Email	Cost
1 - 5000	3p per email
5,001 - 20,000	2.5p per email
20,001 - 50,000	2p per email
50,000 +	1.8p per email

Expedited Service:

If you require a campaign to be set up and run within 24hrs, there is an additional £150 charge.

Information about you:

(Our Point of contact within your organisation)

Company Name:

Your Name (Full):

Email Address:

Telephone Number:

(This number will not be used in the campaign)

Company/Organisation Address:

Building Name/Number:

Address Line 2:

Street/Road Name:

County:

Post Code:

Campaign Details:

Name the campaign

Give your campaign an easily identifiable name. The name you choose will appear when you view the reports for this campaign.

Campaign Name:

Enter the email subject line for this campaign

Try to think of something catchy, this will be the first thing that people will read!

Subject:

Give the campaign a from email address

This is the email address your campaign will come from.

Email:

Give the campaign a Reply To address

If your recipients reply to this email, what email address should these replies be sent to? Make sure you use a valid address.

Send replies to:

Delivery Time & Date:

When do you want this campaign to be sent? Please ask us if you are not sure when would be best for your target market. **Not Sooner than 24hrs (unless expedited service has been discussed).**

Date:

Time:

Additional Required Information:

Please ensure that along with this campaign you send the following:

Email Content/Copy

(Including any images, links etc.)

Email List

(File Formats: .xls, .csv)

Design/Logo

(If supplying your own design, please include all layers. Formats accepted, .PSD, .AI, .PDF, .PNG)

Please return this completed form to: info@aspect-webdesign.com