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### The True Cost of Email Marketing

Cost is one of the most important decision factors when signing on with an email marketing provider. You can ballpark the amount you will spend based on the number of campaigns, contacts and emails you will send per month, but that's only the tip of the iceberg. Other costs to consider are:

- Customized design and HTML coding
- Salary for the email marketing manager or fees paid to the agency managing your campaigns
- Penalties for going over the agreed-on plan (only *some* plans)
- Paying extra for support (again, only *some* plans)
- Cost of compiling email lists

Let's take a simple example. Company X signs up with XYZ Email Marketing Vendor with 2,000 contacts, at \$40 per month. But in addition to that cost, it might take an employee 10-15 hours per month to create an email newsletter. The cost of the email platform you are selecting is probably only a tenth of the overall cost of email marketing.

Despite this cost, email marketing provides as excellent return on investment. A study by the Direct Marketing Association estimated that email marketing resulted in an ROI on average of more than \$42 for every dollar spent in 2010.

So the point is simple: Email marketing has a great ROI, but don't disregard any of the fees that make up the total cost. If you plan for them, you'll get the biggest bang for your buck without any surprises down the road.

Posted 11:47AM on June 22 2011 by Karen D. Schwartz

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