

Marketing Technology Cost Worksheet

Compare options across your tech stack to make sure you've accounted for every hidden cost.

Item	Option 1	Option 2	Option 3
Website			
Other CMS (if needed)			
Email (Inbox)			
Email Marketing (Sending)			
Customer Relationship Manager (CRM)			
Analytics and Reporting			
Ad Platforms			
Social Media Management			
Sales Software			
Total			

Notes:

Website Budget Worksheet

Account for hidden costs by keeping track of each component that goes into building and hosting your website. Remember, some items may be unnecessary for your site, bundled together, or included for free.

Website Item	Option 1	Option 2	Option 3
Domain			
Privacy Protection			
Hosting			
SSL Certificate			
Website			
CMS (if separate)			
Theme			
Plugin fees			
Developer labor			
Total			

Notes: