CHECKLIST · MARKETING

A paid email marketing plan or the free tier

Published 13 November 2026. Read the full story, sources and any updates at
digitaladvisors.com.au/journal/email-marketing-free-plan-worth-it/

- [ ] **Count your real contact total.** Mailchimp counts unsubscribed and non-subscribed contacts towards its 250-contact Free limit, so check the full number, not just subscribers.
- [ ] **Compare your biggest send with the free cap.** Brevo Free sends 300 emails a day, so a bigger campaign needs requeuing each day or a paid plan. Mailchimp Free allows 500 sends a month, which is two emails to a full 250-contact list.
- [ ] **Look at the footer of your last campaign.** If it says "Sent with Brevo" or shows Mailchimp branding, decide whether that's acceptable on emails to customers.
- [ ] **Price the tier for your list size.** Entry prices cover up to 500 contacts on Mailchimp and Brevo, and 5,000 on Resend Pro marketing, and rise from there.
- [ ] **Allow for exchange rates on Mailchimp.** Its Australian-dollar prices are indicative and charged at the US dollar rate on your billing day.
- [ ] **Log in to a quiet Brevo Free account.** Brevo deletes Free accounts unused for four months, and the data can't be restored.
- [ ] **Check every marketing email has a working unsubscribe.** The ACMA requires one, plus your business name and contact details, whichever service you use.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.