

Checklist: what an email marketing agency does

1. **Develop a clear strategy** based on your target audience and business goals.
2. **Create engaging visuals and content** that reflect your brand.
3. **Handle email scheduling** and **list segmentation** for personalized outreach.
4. **Set up automated routines** (e.g., follow-ups, welcome emails) for timely communication.
5. **Analyze campaign performance** and provide actionable insights to improve results.
6. **Increase deliverability** by ensuring emails land in inboxes, not spam folders.
7. **Manage the entire email marketing process**, allowing you to focus on business growth.