

Email Marketing Checklist: Narrow Down Your List



1. Email marketing company's pricing

- They fit with my budget
- They offer flexible/multiple package options to fit my needs
- Their payment schedule works for my business (hourly, monthly, per project)

2. Package features (check off all that apply)

- Email design
- Subject line testing
- Conversion tracking
- Subscriber list management
- Performance monitoring
- Email personalization

3. Company experience

- They have a portfolio of their work
- They've worked in my industry or a similar one to mine
- They have proven results

4. Technology

- They have access to email marketing software
- Their email marketing software is their own

5. Team dynamics

- They provide a point of contact
- They share how they communicate with clients (phone, email, etc.)
- They have enough team members to handle my campaigns
- They do the work in-house and don't outsource to a third-party company

6. Additional offerings

- Custom reporting
- Additional strategies to support email (SEO, web design, etc)
- Customizable email marketing packages