

# AgencyIQ COLD-EMAIL MARKETING CHECKLIST

This checklist will help you setup your email marketing every month. For more tips please go to [agencyiq.co/support](https://agencyiq.co/support) click on [Knowledge Base](#) for more tips and training.

## Starting List

1. **Email Tools** : Download and install our free tools [Here](#)
2. **Warmup Tool** : Pick and setup your warmup tool [Here](#)
3. **Leads** : We recommend not to do more than 2500 subscribers per month for the next 4- 6 month so your domain can build its reputation. If you need leads we recommend going to [appsumo.com](https://appsumo.com) and searching the term “Lead Generation” they have some amazing tools to give you Lifetime deals at a low cost.(Useartemis and Leadscape) We recommend you scrape double the amount so when you validate your emails you will have enough.
4. **Validate Emails** : You can use our free tool or get on that is online from [appsumo.com](https://appsumo.com) (Email List Validation is a good one). You must validate your list to protect your domain if you do not your account can be shutdown due to high bounce rates etc.
5. **Split Your List** : Once you get a solid list of 2500 email you can use our “Email Marketing toolkit to split your list into lists of 250 emails (10 lists)
6. **Select Your Subscribers** : In BuildIQ go to Billing and select your subscriber count (2500)
7. **Upload your List into BuildIQ** : In your account under Email and Automations go to Lists and upload your list accordingly to the corresponding list. **Example: 1 to list 1**
8. **Tag Your Lists**: Once you complete uploading your lists you will need to go to each list and select all subscribers and tag them with the corresponding tag, example List 1 tag with C1. This will now start the automation.

You are now done with your initial setup. Your flow takes about a month to complete.

## Following List

1. **Download Subscribers** : In BuildIQ go to Lists and subscribers and export your last months list, this will not include your unsubscribed subscribers
2. **Delete Subscribers** : Go To Contacts in BuildIQ and select all Subscribers and delete otherwise if you add subscribers the system will now require 5,000 subscribers
3. **Leads** : We recommend not to do more than 2500 subscribers per month for the next 4- 6 month so your domain can build its reputation. If you need leads we recommend going to [appsumo.com](https://appsumo.com) and searching the term “Lead Generation” they have some amazing tools to give you Lifetime deals at a low cost.(Useartemis and Leadscape) We recommend you scrape double the amount so when you validate your emails you will have enough.
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