

Email marketing can be one of the most effective ways to promote your business and products or keep in touch with existing contacts. In Kentico, you can create, manage and send out marketing emails organized into email feeds. Kentico supports two types of email feeds – [newsletters](#) and [email campaigns](#).

To be able to work with marketing emails in the **Email marketing** application, you need to have the permissions for the [Email marketing](#) module.

First, you need to do the following so that your marketers can start creating email feeds and writing individual marketing emails:

- [Prepare email templates](#)
- [Prepare email widgets](#)
- [Integrate email feeds into sites](#)

Before sending individual emails in newsletters, you need to enable double opt-in to add an additional security level to the newsletter subscription:

- [Enable double opt-in for newsletters](#)

Before sending individual emails in any email feed, we recommend that you also do the following to enable marketers to work with marketing emails more efficiently:

- [Enable marketing email tracking](#)
- [Configure bounced email monitoring](#)

When you experience problems with sending or tracking marketing emails, you can troubleshoot the issues:

- [Troubleshoot issues with marketing emails](#)