



Don't be a Deliverability Dud

Tips to Conquer the Inbox

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LORMAN[®]

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DELIVERABILITY

DO'S

&

DON'TS

AN EMAIL THAT DOESN'T REACH THE INBOX IS USELESS.

It's an email that represents lost opportunities and profits. Even worse, it could be an email that harms your sender reputation. Keep these **DO'S** and **DON'TS** in mind to ensure you are setting up your email campaigns for success.

DO'S

1 DO USE LISTS THAT ARE OPTED IN & CURRENT

If the people you are sending to have not explicitly opted in to receive your messages, what you are sending is SPAM. **No ifs, ands, or buts.** Don't justify it. Any engagement you do receive is far outweighed by the damage done to your long-term reputation and deliverability in the form of spam complaints and bounces.



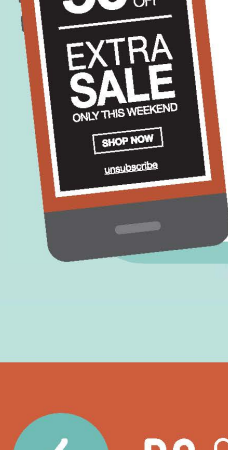
2 DO PROTECT YOURSELF

Hackers and online ne'er-do-wells can have a negative impact on email campaigns. **Adding a Captcha to your sign-up form** is a simple and effective measure, and is now easier than ever for your subscribers. Confirmed opt-in, in combination with Captcha, is a sure-fire way to have a strong list made up of people likely to engage at a high rate and complain at a very low rate — a pretty good combo for campaign success!



3 DO SET (AND FOLLOW) EXPECTATIONS

If you want good results, stick to what convinced people to give you their email address in the first place. If they signed up to get weekly deals, that's what you should send. Occasional offers out of the norm are fine, but the quickest way to increase spam complaints or fatigue a list is to disregard subscribers' preferences.



4 DO AUTHENTICATE

It is always best to authenticate with some combination of **SPF**, **DKIM**, and **DMARC**. Doing so shows the receiver's server or spam filter who is authorized to send email on your behalf and, in the case of **DMARC**, what to do with messages that aren't authorized.



5 DO PRACTICE GOOD HYGIENE

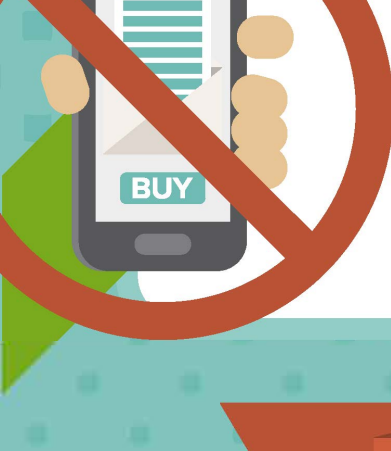
If a user does not engage with you over a period of time, their filter **"learns"** that your messages are less relevant and will eventually deliver them to the spam folder for that person. **List hygiene** is the process of resting unengaged subscribers and then attempting to offer something enticing via a **re-engagement campaign**, typically an offer or incentive. If you still haven't won non-engaged contacts back, it's best to simply remove them from the list or send a last-ditch reconfirmation message.

SOAP

DON'TS

1 DON'T BUY A LIST

Purchasing a list is a sure-fire way to get tagged as a spammer. No matter what promises a list broker is making, there is no feasible way that the list being sold is **"permission-based."** There's also a good chance that some of the addresses are also spam traps specifically meant to catch people who **sell — and buy — email lists**.



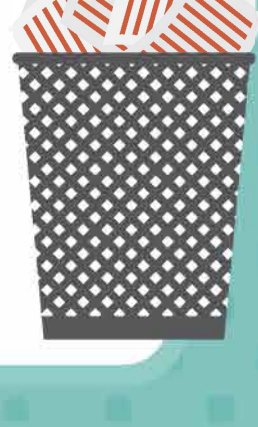
2 DON'T CONCEAL THE UNSUBSCRIBE LINK

It's tempting to hide that unsubscribe link. **Don't do it.** Not only is it against iContact policy, it's also a violation of CAN-SPAM compliance. It's much better to assist the unsubscribe process than have someone mark your message as spam.

unsubscribe

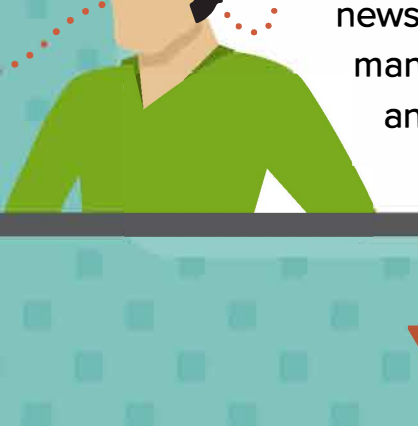
3 DON'T FORGET ABOUT IT

You've sent out your first (or first handful) of emails and you're probably starting to see some return on investment. Don't abandon a good thing. **Maintain your presence**, grow the product, and constantly evolve your stash of valuable content for your subscribers. Forgetting about your email marketing campaign is the best way to lose subscriber trust and throw away an engaged list.



4 DON'T IGNORE WHAT SUBSCRIBERS TELL YOU

When subscribers sign up and **only** want your monthly newsletter, **there's no reading between the lines.** No matter how many of your products they buy or how many emails they open and click, you can't assume they want anything other than what they signed up for — until they tell you otherwise.



5 DON'T IGNORE WARNING SIGNS

If a subscriber hasn't opened your monthly newsletter for the past six months (or the six months before that), it's safe to assume that subscriber is unengaged. **Try a re-engagement campaign**; if the subscriber remains disengaged, it's time to break up or suffer the bad consequences for your inbox placement, open rates, and conversions.



CONQUER THE INBOX

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