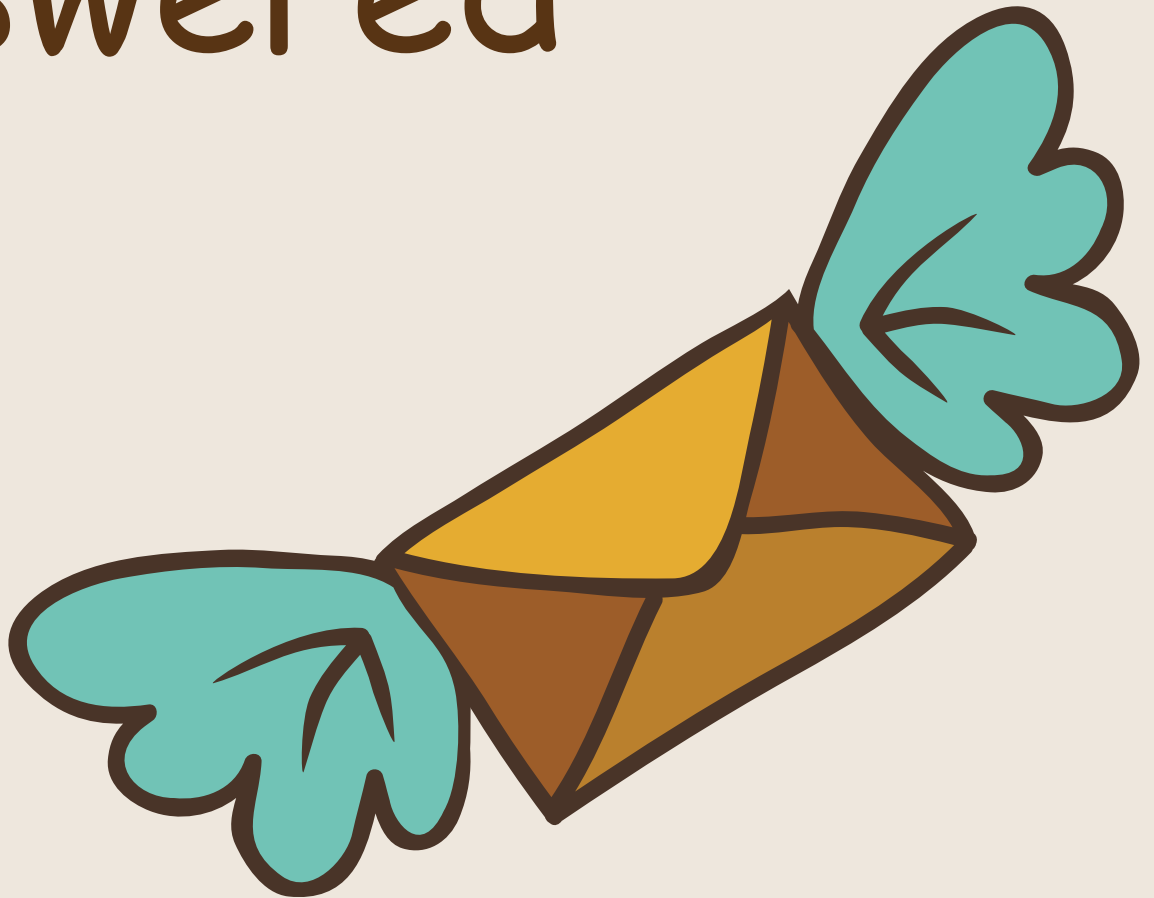


# Frequently Asked Questions of Email Deliverability Answered



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# Introduction

Crafting an email is pretty easy, right? Get some copy; add read-to-use template and hit "Send," right? Then you are absolutely wrong!

There's more to email marketing than what meets the eye. Permission mailing list is rudimentary, but not the only thing that matters if you want your emails to reach the inboxes. This eBook showcases some simple points that can make a difference to your email deliverability ratio. From a novice to an expert, this eBook will give inputs on how to use email marketing properly to achieve desired results:



## What Is Account Based Marketing?

- Pay attention to the subject line, body copy, spellings, grammar, punctuation, capitals, etc. Don't send an email 'ritten lik DIS...'
- Instead of sending a completely HTML message, add text here and there, to enable easy downloads
- Have less number of images and add 'Alt Tags' to all the images
- Keep it crisp and short. No one likes to read pages of copy to know what you have for them
- Optimize the template to make the point within the preview pane
- Ensure the first call-to-action is visible within the preview pane
- Have no more than 15-17 words in a sentence and no more than 4 lines in a paragraph
- Use bullets to point out important things

## How to write a good subject line?

- Make your subject line honest, clear and interesting
- Do not make false promises in subject lines. It may get more clicks, but readers will bail out once they know it's a cheap trick
- Keep subject line short, best under 50 characters. It's just good marketing sense to express your point in as few words as possible.
- Avoid the word "You" in your subject line. This may trigger spam filters
- Make your email subjects concise. Skip articles, adjectives and adverbs
- Inquiring messages, questions, information in subject line can get good responses
- Subject lines must intrigue readers. It must strike the right emotions
- Avoid generic and boring words. Be specific, based on the main message
- Craft subject line for each segment  
Watch your own Inbox for good subject line ideas

## What is the best format for email?

- Well-designed HTML pitches can enhance response rate than plain text ones, but ensure they download easily
- Optimize your image size in the email newsletter/message.
- Smaller images will download faster, and your brand and message will be delivered quickly and reliably
- Avoid heavy graphics in emails. It takes too much time to load and irritates most users.
- Reduce the use of style sheets, including CSS and inline styles. There is no guarantee that it will be supported by users email clients
- Few email clients do not support background images. So, for backgrounds, use colors rather than images to maintain visual impact
- Use gifs for logos and jpegs for images. Test your template on email clients before sending
- Allow subscribers to choose their desired format (text or HTML) to view the message



## What is the ideal way to design email template?

- Use a contiguous, same colored region if content in the template is related
- Provide consistent navigation in the template to establish a visual hierarchy
- Design HTML template with 50% images & 50% HTML text content
- Provide important text on the top (to be viewed from preview pane). More than 75% of email readers use the preview pane to scan the message
- Most users use preview pane in a horizontal format and see either 4- 5 inches deep of content from the email message.
- Depending on your users, design email for web and mobile client users
- Include alt-text for the images in the email template

## What's the best text style for email newsletter/template?

- Underline hypertext to enhance the functional appeal of your message
- Highlight the hyperlinks. It enables eyes to scan and reach more additional information
- Provide equal amounts of white space around paragraphs. This helps the eye scan for specific information
- Avoid text at bottom of the screen as it's rarely seen. Place important content at the top of the page. Use a larger font to convey important details

## Why should I send welcome messages?

- Make sure that you send out welcome mails before sending marketing messages
- Welcome message gives you the golden chance to 'white list' your 'from' address
- You can ask the recipients to add your email id to their contact list
- You can get permission from your recipient to send

- further emails or give an easy option to opt-out
- You can learn their preferences, interests and frequency
- It can be used as a transactional email to confirm or verify sign-ups, to send login id and password, to know the recipient's preferences, to give an email address to contact or the website URL if the recipient has any queries

66% of the largest online retailers send out welcome emails

## Why should I personalize my email campaigns?

- Personalize all your marketing messages to attract the recipients
- Addressing the email recipient by name will not only add to the comfort but also will make him feel important
- Personalized email message should not stop at the name alone; the email message should revolve around topics of recipient's interest, business or market domain
- Personalization increases the chances of conversion by earning the confidence of the recipient

## How can I be CAN-SPAM compliant?

- Do not use deceptive subject lines
- Display your business name in the from address space
- Display your company's physical mailing address and give a link to your privacy policy in the email footer
- Include an opt-out link in every email. Do not use "Click here to Unsubscribe" as it is a commonly spam blocked phrase.
- Do not phrase your opt-out option with words like 'removal' or 'unsolicited'



Instead use words like the following:

- ▶ "Please follow this link to remove your email from the list and stop receiving any emails from us in the future" (or)
  - ▶ Please reply to this email with subject as "Change Email Preference" to stop receiving emails from us in the future (or)
  - ▶ Just ask the receivers to send you a blank mail titled 'NO THANKS'
- Remove the hard bounces and opt-outs from your list within 10 days before re-using it



## How to avoid mistaken flagging of your legitimate mails as spam?

- Avoid seemingly harmless phrases "spam catchphrases" like: Free, direct marketing, Free Offer, call now, rates, success, etc.
- Avoid undue use of CAPS LOCK. It's online equivalent of being YELLED AT!
- Avoid unreasonable use of punctuation '!!!'s and '???'s. Unrestrained usage in your email communication can end your email in junk or get straddled by filters
- Avoid too many colors and images

- Avoid '\$\$\$' signs in your promotion. An effective way to get around this is by describing the offer, or place an image with the pricing or link to your website

## Why to use white listed Ips?

- Legitimate email servers reduces the chance of false positives while spam filtering
- Avoid using any spam blocked or blacklisted servers as it can hamper email delivery
- White listed IPs also convince the recipients that you are not into spamming

## Why should I use another domain for my email campaigns?

- Using the primary domain for campaigns is not recommendable to avoid your IP being blacklisted
- It is always better to use a separate email server or domain name to run your email campaigns
- Check the reputation of the alternate server, domain name or IP address, if they have a history for spamming
- If possible change the server every 15 minutes to avoid getting spam listed

## How frequently can I send emails to my prospects?

- Do not irritate your customers or prospects with too frequent offers or emails
- Avoid sending mails very frequently; do not mail a prospect more than once in a month
- Do not cram too many messages on a single day; send emails by batches to reduce overload issues
- Ask your mail recipients in your welcome message how often they would like to hear from you - daily, weekly, monthly, fortnightly, quarterly, etc.
- Do not send emails to multiple contacts from the same company at a time. Add them in a different order on your list
- Also ensure that you do not send more than one email to one company email id within 3 hours when you have multiple contacts from the same company



## What are the ideal days to run email campaigns?

- Do not send emails to official email IDs over the weekends. It will not bring in any desirable results as most B2B customers have weekends off. For B2C, all evenings and weekends work best
- Wednesdays and Thursdays are considered ideal days for B2B mailings
- Check industry standards before rolling out campaigns

## What is the appropriate time to execute email campaigns?

- Check the time zone of your prospects before sending emails
- Make sure that they reach the prospects at the right time
- B2B emails sent between 10.30 to 3.30pm on Tuesdays, Wednesdays and Thursdays have fetched good results

## What precautions do I need to take during email campaign execution?

- Do not put your whole list in the 'CC' field to send your campaigns! Use a proper email distribution software for email execution
- Do not use the whole list at one go! Split the list into several parts and roll out your email campaigns to one by one
- Choose the right target list to ensure your message reaches the right people with the right job title at the right time

## How can I maintain the list quality?

- Purchase or rent list from list vendors who are reputable and offer fresh list
- Segment the list properly as per your specific target requirements

- Cleanse the list regularly to take out invalid and wrong data
- Update the list with fresh contact details at least once in three months
- Run a tele-verification process on the list to verify the contacts
- If you are unable to maintain the list quality in-house, hire a specialist vendor to do it for you
- Remove the hard bounces and opt-outs from the list as soon as you get to know

## About Us

Apart from the above, Lake B2B can provide free consultation on all database or list related queries. We can give you expert suggestions on data-driven marketing strategies and how to overcome your data challenges. Contact us at (800) 710-5516 or write to [info@lakeb2b.com](mailto:info@lakeb2b.com)

