

TOP 10 TIPS to Improve Email Delivery

10

Do not send image only emails or a PDF as an email.

Spam filters look for clean html and message size when determining how to filter your email. If your message contains only images and no html text it is likely to be marked as SPAM.

9

Avoid all CAPS & excessive punctuation or symbols in subject line.

Overuse of punctuation marks such as exclamation points (!) and question marks (?) or symbols (\$, %, #) says, "Hello Spam Filter, look at me!"

8

Stay away from SPAM trigger words in your subject lines.

Words such as credit, free, weight loss, now, and mortgage rates are all flags for Spam. Make sure your subject line accurately represents the content of your message.

7

Remove inactive subscribers from your list.

An inactive subscriber is anyone who hasn't opened or clicked on your emails in the past year. Inactive subscribers are more likely to flag your email as Spam.

6

Maintain a consistent 'From' email address.

Use a consistent 'From' address to gain recognition from your audience and allow for easy white listing. Also be sure to monitor responses to your email blasts.

5

Set up a SPF record with your third party email marketing provider.

SPF (Sender Policy Framework) tells your recipients' email clients that you are who you say you are by linking your records with your provider's records.

4

Test, test, test, and then test again.

Try sending half of your list your email with one subject line and the other half the same email with a different subject line. Compare the results to see which received more opens.

3

Ask recipients to add you to their address book, or safe sender list.

Regularly ask your recipients to add you to their safe sender list. If your email address is in their contact list, your email will find their inbox every time.

2

Use a 3rd party email service like Swiftpage Connect, to remain compliant.

Third party email marketing providers help you stay CAN SPAM compliant by providing your physical address and allow for opt-out by your recipients in the provided footer.

1

Make sure you have permission to email your contacts.

Do not send email to purchased lists. Not only will those recipients be less valuable, but you are much more likely to be marked as Spam.