

10 TIPS & ACTIONS

TO LAND IN YOUR PROSPECT'S INBOX



1

- **Tip: Check Bounce-back Rates
- ✓ Action: Update lists timely and append contacts

2

- **Tip: Build Sender Reputation
- ✓ Action: Try investing in a unique IP address you have a robust email list



3

- **Tip: Build Opt-ins ;
- ✓ Action: Request recipients to recognize your email address. Ask subscribers to mark you safe when opting in for your emails.



4

- **Tip: Get help with email spoofing
- ✓ Action: Follow SPF (Sender Policy Framework) and Domainkeys to help ISPs establish that the sender address is genuine



- **Tip: Enable easy unsubscribes
- ✓ Action: Allow your prospects to opt-out whenever they wish to. By not doing so, you could be listed as a spammer.

5

- **Tip: Write stellar subject lines
- ✓ Action: Write to-the-point and not off-content subject lines

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7

- **Tip: Update Your Lists
- ✓ Action: Verify lists monthly and immediately replace expired listing with fresh ones



8

- **Tip: See How It looks
- ✓ Action: Carry out a test email campaign to identify basic errors



9

- **Tip: Use Double Opt-in Lists
- ✓ Action: Send the recipients an automated response prompting them to click on a given URL to confirm their subscriptions

10

- **Tip: Hire A Vendor
- ✓ Action: Make your life easy. Most have deliverability experts experienced in SPAM and deliverability issues.

