Nutrition Entrepreneurs' Guide to

Increasing Email Deliverability

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Getting Started

Before digging into 7 ways to increase deliverability for your e-mail campaigns, here are a few essentials when sending out emails to prevent them from going into the junk folder:

- Avoid using deceptive headers such as: from names, reply-to addresses, or subject lines.
- Always include an unsubscribe link.
- Your physical mailing address is a must.

The truth is, there is no magic formula to avoid landing in your subscribers' junk folder, but, by implementing the following tips, you should see an increase in deliverability, resulting in an increase in overall email engagement with your list.

1. ENSURE YOUR CAMPAIGN CONNECTS

Spam filters want to know that you're acquainted with the person receiving the email and that they want to receive communication from you (meaning you have received permission to email them).

- Use merge tags to personalize the *To:* field of your campaign.
- Send emails through verified domains.
- Ask your recipients to add you to their address book (whitelist your email). Once a user has added you to his or her contact list, friend list, or address book, you will always end up in their inbox.
- Ask your recipient to add your email address to their address book during the initial welcome and confirmation process. Consider sharing the following steps with your new subscribers.

How to Whitelist an Email Address with Gmail

- Open the email
- Click on the drop down arrow next to the "Reply" button
- Select "Add to Contacts List"
- Click on the "More" button above the email header
- Select "Filter messages like these"
- At the bottom of the search window, click "Create filter with this search"
- Check the box that says "Never send it to Spam"

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How to Whitelist an Email Address with Outlook

- Open the email
- Right-click on the sender's name, and click "Add to Outlook Contacts"
- Click "Save"
- On the Tools menu, click "Options"
- On the Preferences tab, under E-mail, click "Junk E-mail"
- Click the Safe Senders tab
- Select the "Also trust e-mail from my Contacts" check box

2. DON'T PURCHASE OR RENT A LIST

Not only are they against our Terms of Use and notorious for providing bad addresses that lead to high bounce rates and blacklisting, they don't actually help you grow your business. Sending to a list that hasn't given you expressed permission can impact your ability to market your business, potentially damaging your brand and resulting in legal ramifications. Instead, grow your list organically.

3. SEGMENT YOUR SEND

Got a large list? Great! That has been the goal...right? Yes, a large list is fantastic. However, sending all your emails out at once to your large list can increase the chances of hitting the spam folder. The solution? Drip or stager your email sends.

4. UPDATE AND CLEAN YOUR LIST

Delete email addresses that have been disabled or that are "full." If you continue to send emails to bad or outdated emails, then you are increasing the chances that your email will end in the spam folder.

5. CLEAN CODE IS IMPORTANT

Sloppy code is almost guaranteed to send your email to the spam folder. How can you resolve this? Avoid copying your content directly from Microsoft Word or from a website and, then, pasting it into your email. You can use a website like Word 2 Clean Html to clean your code before pasting it into your email. Also, always include a text only version of your email.

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6. AVOID MISLEADING SUBJECT LINES

Misleading subject lines are sure to irritate your subscribers. This may make them question your authenticity and report you to email service providers. Here are a few examples of misleading subject lines:

- *Did I leave my phone behind?* A subject line like this is used as a trick to make it look like you know the person.
- *RE: Today's Meeting* – making it appear that you are responding to an email or that it is a work related message.
- *Urgent – Update your information* – when the truth is, there is no urgency in the email request.

7. DETAILS MATTER

- Avoid using the word "free" too frequently throughout your email.
- Avoid ALL CAPS.
- Keep font colors basic. Avoid using a variety of colored fonts throughout your campaign.
- Tame down your excitement. Use only one exclamation point at a time!
- Stay away from words you'd see in spam: Viagra, drugs, porn, guaranteed winner.
- Other words that may trigger a spam response include: amazing, cancel at any time, check or money order, click here, congratulations, dear friend, for only ($), free or toll-free, great offer, guarantee, increase sales, order now, promise you, risk free, special promotion, this is not spam, and winner.

Email spam filters are constantly changing, and there are some things that may send your email to spam over which you have no control. It is important to monitor your campaign reports.

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