

5 Ways to Ensure Your Emails Get Through

Why don't my emails reach my members?

There is no ONE single answer to this question.

But maintaining your Sender Reputation will help!

What is Sender Reputation?

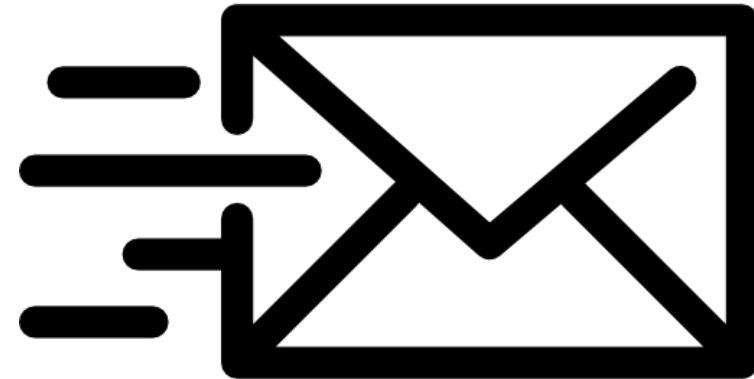
- **Email Sender Reputation:**
 - Sender reputation refers to the reputation of your email sending IP address that signals to email inbox providers whether you're a spammer
- **Why you should do everything in your power to maintain your sender reputation:**
 - You don't want to damage the reputation of your email service provider
 - You don't want to damage the reputation of every sender sharing your IP address
 - You want subscribers to see your content

The Good News

You control many of factors behind
your sender reputation!

What you can control

1. Include Quality Content in your Emails
2. Improve Recipient Open Rates
3. Maintain your Groups Lists
4. Target Your Emails
5. Regularly Clean Up Your Email Lists



1. Include Quality Content in Your Email

Stay away from words you'd see in SPAM, like...

**Check or Money
order**

Click Here

Congratulations!

Free or Toll Free

Amazing

Promise You

You're a Winner

**Great
Offer**

For just \$9.99

Dear Friend

This is Not Spam

Guarantee

Free!!!!!!

1. Include Quality Content in Your Email

- Do NOT use ALL CAPS
- Do NOT use lots of *obscure fonts*
- Do NOT use lots of *colored fonts*
- Do NOT use more than one exclamation point at a time!!!
- Do NOT include attachments
- Do NOT include one single image (and no text) in your email
- Do NOT misspell

2. Improve Recipient Open Rates

- Bad Signals
 - **Move to junk** – If people move your email to the Junk folder, this is considered a very strong, negative signal that your emails aren't worthy of the inbox
 - **Delete without open** – If your recipients take a quick glance at the sender and subject and then delete your email, this is seen as a negative signal



2. Improve Recipient Open Rates

- Spam Filtering looks at how many emails are opened, and how many are deleted without opening
- Low open rates clear signal to ISPs that your recipients are not engaged with you, or your content and this lack of engagement is a factor in the delivery of future emails and can even lead to you being blocked



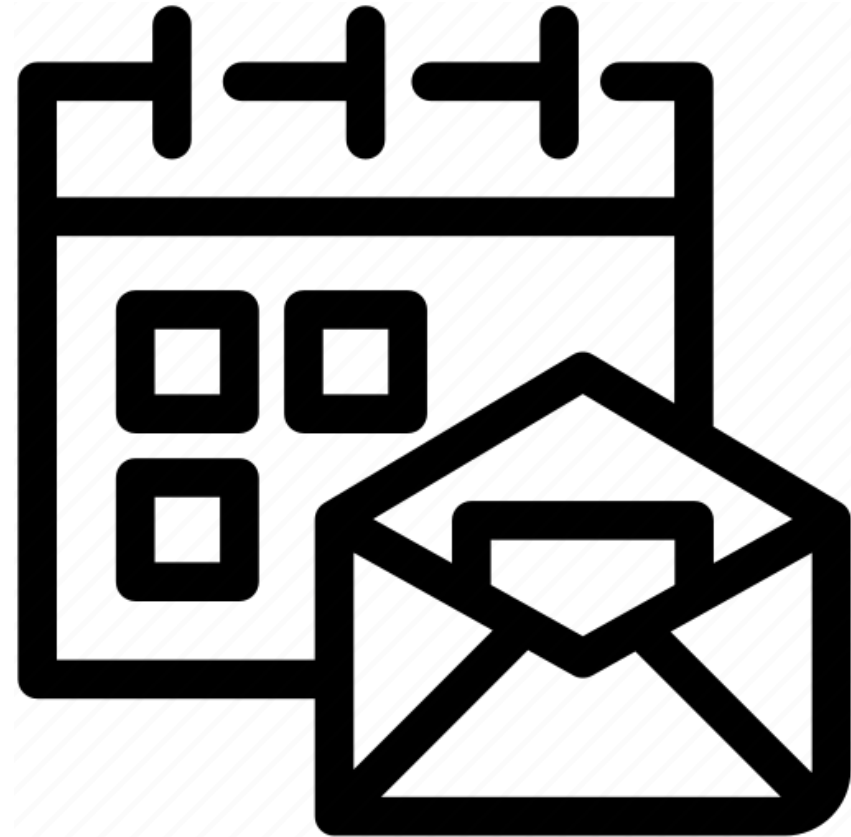
2. Improve Recipient Open Rates

- Your emails should feature an instantly-recognizable, consistent header image
 - Over time, your header image will be associated with the high-quality information you share
- Make sure that the branding is memorable and matches the branding on your website
 - Including any images, colors, typography, etc.
- Make sure the “from” line is from a name they will recognize



2. Improve Recipient Open Rates

- Make sure the subject line is inviting
 - Brief and to the point, this is your one brief opportunity to get someone to open your email
- Monitor your email sending frequency
 - Determine best day of the week and time of day to send your emails (review your Email Status Summary to see what time people are consistently opening)



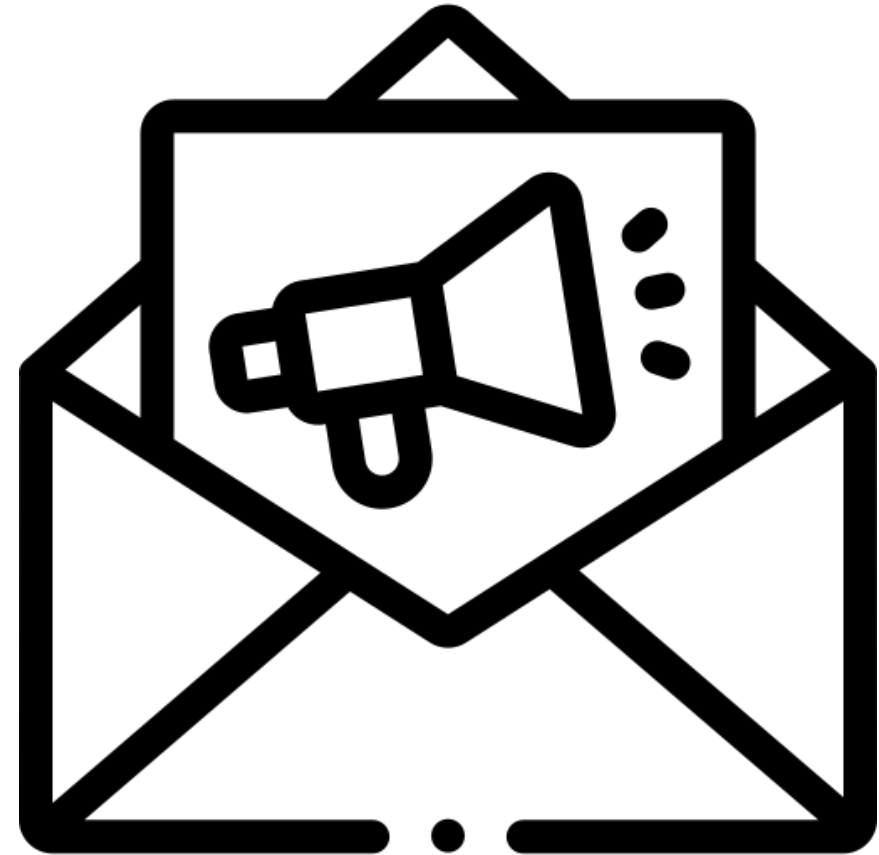
3. Maintain Your Lists

- Verify participation and ensure subscribers are still engaged with your organization.
 - If they are not, but are still receiving your emails, they may simply be deleting them without opening- and this impacts your sender reputation
- People are likely to mark your email as spam for not removing them from your list quickly enough, or for sending irrelevant emails



3. Maintain Your Lists

- Review your Unsubscribed Reports to view who is unsubscribing and try to determine why.
 - Do NOT resubscribe members without their permission!
- Ensure that the contacts on your lists are receiving what they signed up for.
 - For example, don't use your eNewsletter list to request volunteers.



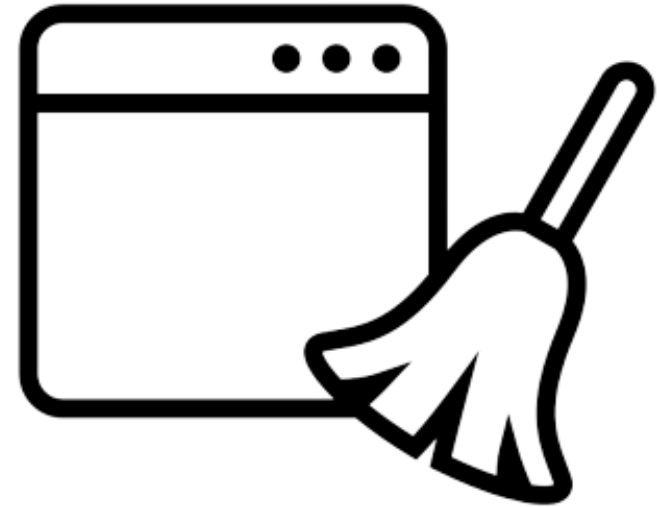
4. Target Your Emails

- Use smaller groupings of recipients, and personalize your communications
 - As opposed to send to all – use sub-groupings
 - For Example: If you wish to send out the “Update Your Directory Listing” email to all your members... rather than sending to all, you can “target” specific categories and personalize the message based on the category you are sending
- Use Merge Field options to personalize by first name or company name, rather than saying “Dear Member”



5. Regularly Clean Up Your Lists

- The act of repeatedly sending to invalid addresses reduces your 'sender rating' which may cause ISPs to block your email from reaching your recipients.
- Use the [eMail Status Summary Report](#) (ChamberMaster) or the [Email Delivery Failures Report](#) (GrowthZone) to review the emails you have sent



5. Regularly Clean Up Your Lists

- Bounces, especially hard ones, damage your sender reputation!
 - **Soft bounce** means that the email address was valid, and the email message reached the recipient's mail server:
 - The mailbox was full (the user is over their quota)
 - The server was down
 - The message was too large for the recipient's inbox
 - **Hard bounce** occurs when the message has been rejected out right:
 - The email address is invalid
 - The email addresses doesn't exist



5. Regularly Clean Up Your Lists

Review your invalid emails (GrowthZone) and quarantined emails (ChamberMaster) regularly.

Maintaining good emails and email lists is an essential part of maintaining your database and communicating with your members!

GrowthZone is helping in the effort

- At GrowthZone we understand that emails are a critical component of engaging with your members and communicating pertinent information to stakeholders - a mission-critical element of your organization
- If emails don't make it to key recipients, landing in their spam folder instead, your efforts can be wasted



Email Quarantine Process

- The following types of addresses would be considered invalid:
- Addresses where the syntax is incorrect (e.g. multiple @ symbols, extra space, etc.)
- Domain of the email address doesn't exist
- Address of the recipient no longer exists on the receiving server
- MX record of the domain itself doesn't exist



Email Quarantine Process

- ChamberMaster:
 - Checks nightly
 - Notifications to staff at 30 days prior, 5 days prior, and day of quarantine
 - Visible in the Quarantined Invalid Email Address Report
- GrowthZone:
 - Checks nightly
 - Flags invalid emails and immediately prevents further sending
 - Visible in Invalid Email Addresses Report
- At any point in either system you can re-check the address, change the address, or mark the address as valid

Something else to keep in mind...

- Are you in an area where all members use the same ISP?
 - Contact that ISP and request to be whitelisted if your emails are not reaching members
- [Click here to see if you have been "blacklisted"](#)
 - You may see some of them to return a "timed out message" – this response is normal

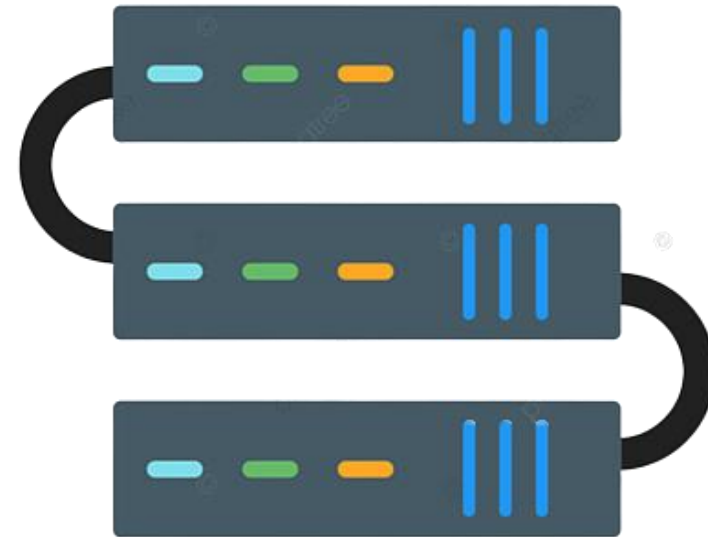


Final Thought

- If your emails are not reaching your members, your Sender Policy Framework (SPF) Record may be incomplete or missing
 - Because of Spam, many ISP's have begun performing a type of SPAM check called a an "SPF lookup" to verify that the sending IP address of a mail server is authorized to send email from your domain
 - In plain language – the member's email provider is asking, "Is this email message coming from an authorized sender?"
 - If the answer is "no" they will either reject it or filter it to your member's SPAM folder

Final Thought

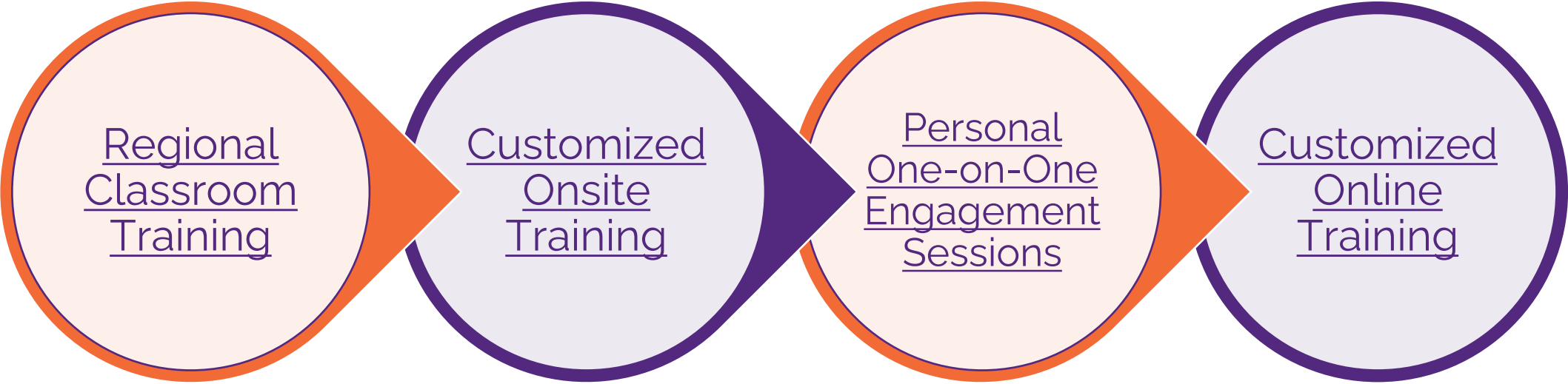
- The good news is that there is a fix for this – have the company who manages your Domain Name Server (usually your web hosting company) add GrowthZone or ChamberMaster's email servers to your SPF Record(s)
- Here are the instructions to provide to the company that manages your Domain Server:
 - ChamberMaster/MemberZone: [Set up the SPF Record](#)
 - GrowthZone: [Setting Up SPF Records](#)



Training Resources



Expanded Training Offerings



Future Training

- Check out the [Training Calendar](#) to register for your continued and future training!

ChamberMaster/MemberZone Training


Start Date End Date

Category

Search [Submit](#)

Upcoming Events

[← Switch to Calendar View](#)



TRAINING WORKSHOP

Solution Overview--ChamberMaster/MemberZone |

The ChamberMaster Member Management Software is powerful, easy-to-use and designed to manage all the day-to-day operations of your organization. This session will provide you with an overview of the software, so that you can take full advantage of its capa

[Read More](#) [Read More](#)

Questions?