Avoid the Spam Folder: Proven Strategies to Ensure Your Emails Get Through

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What is Sender Reputation?

- **Email Sender Reputation**:
  - Score assigned to email sender
  - Determines whether emails are delivered, sent to spam, or blocked entirely
- **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

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Factors That Influence Sender Reputation

- Email Engagement
- Bounce Rate
- Spam Complaints
- Email Volume & Frequency
- Blacklist Status
- Authentication
- Sending to Spam Traps
- Avoid the Spam Folder Checklist

Avoid Spam Trigger Words

- Money/Finance Words
  - Make money fast
  - Free money
  - Cash bonus
  - Risk-free
  - Save big
  - Fast cash
- Free & Giveaway Words
  - Free trial
  - Free access
  - Prize winner
  - Congratulations
  - You're a winner

Attention! Your PayPal account will close soon!

Dear Member,

We have faced some problems with your account Please update the account .If you do not update will be Closed.

To Update your account, just confirm your informations.(It only takes a minute.)

It's easy:

1. Click the link below to open a secure browser window.
2. Confirm that you're the owner of the account, and then follow the instructions.

Relog in your account now

Avoid Spam Trigger Words

- Promotions/Sales Words
  - Act now
  - Order now
  - Click here
  - Urgent
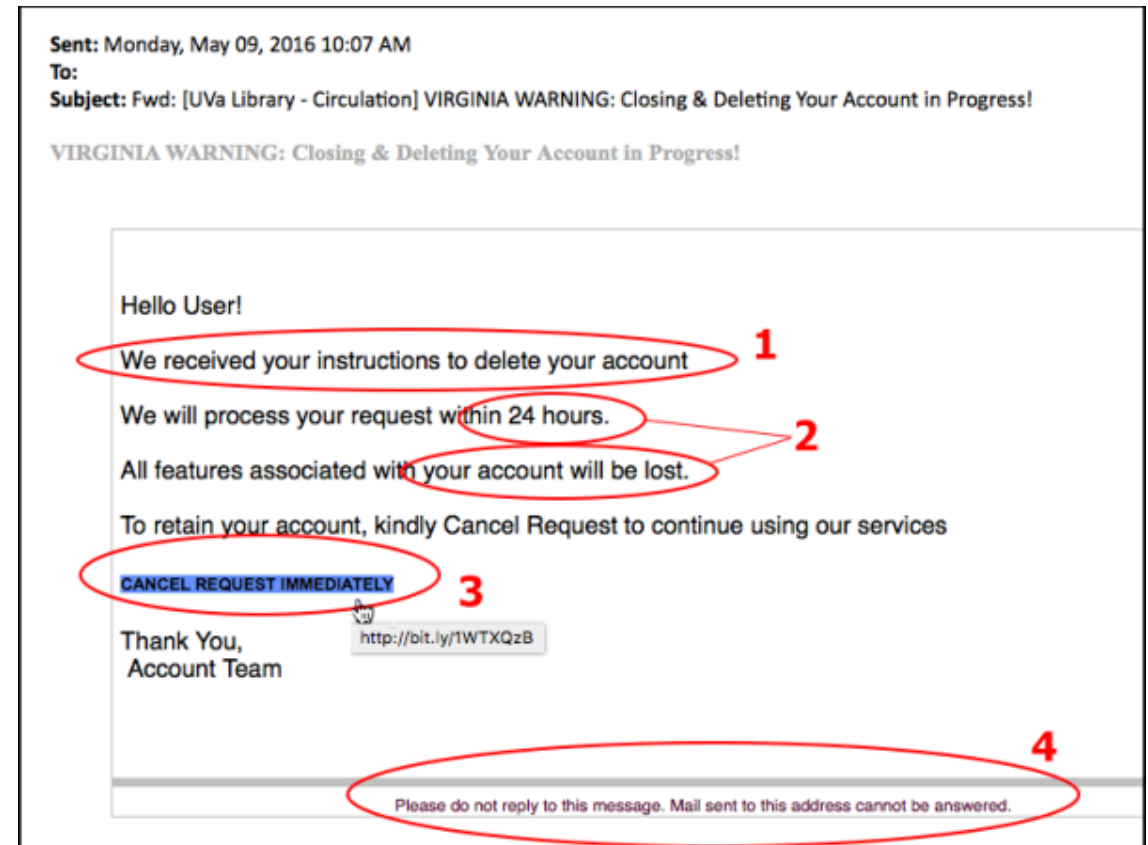 - Exclusive deal
  - Amazing results
- Clickbait Words
  - Don't delete
  - Hurry!
  - Instant access
  - Click below
  - Order today
  - Limited availability
  - Act fast

Avoid Spam Trigger Words

- Security Words
  - Verify your account
  - Urgent security alert
  - Suspicious activity detected
  - Account compromised
  - Take action now
  - Data/account will be deleted/disabled
  - Hacker
  - Emergency security alert

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 direct attachments
- Do NOT include one single image (and no text) in your email
- Do NOT misspeell

What Contributes to Poor Open Rates

- Poor open rates send bad signals to spam filters
  - Emails moved directly to junk folder
  - Emails deleted without being opened
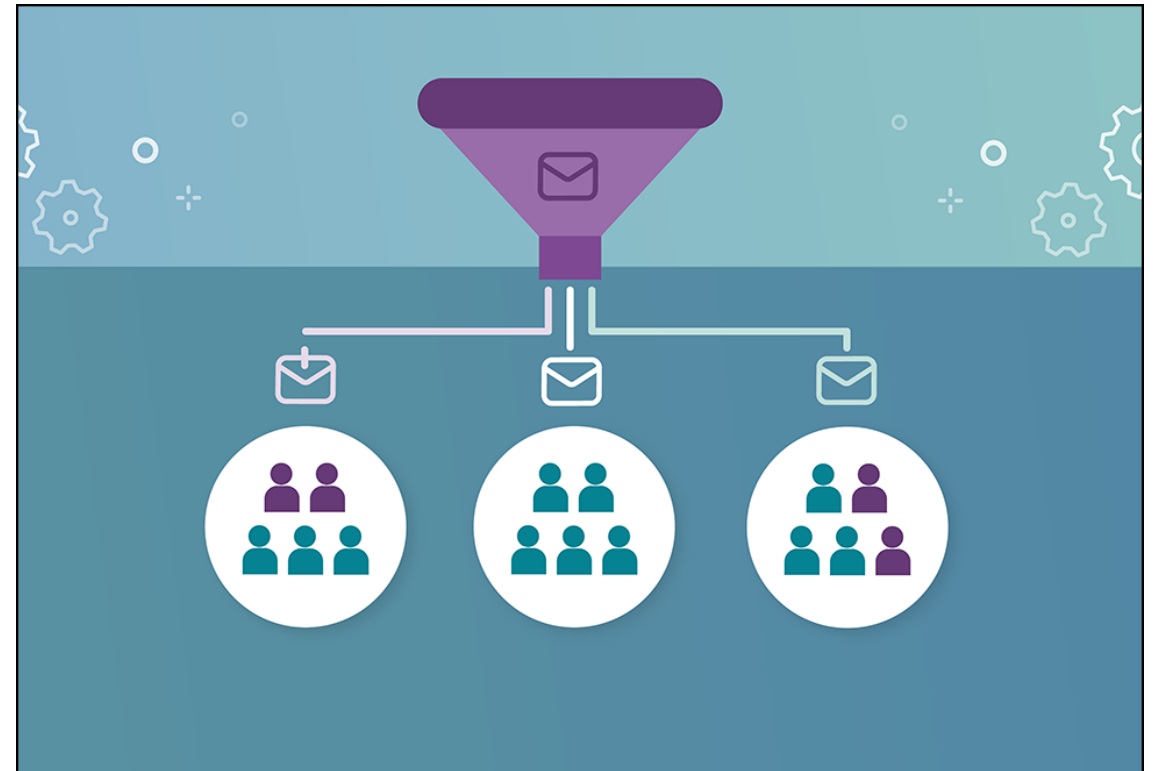 - Frequent unsubscribes
  - High bounce rates

Improve Recipient Open Rates

- Compelling subject line
  - Make members want to open

- Optimize sending time
  - Best day/time to send
  - When are members most engaged?

- Monitor your email sending frequency
  - 1-3 emails per week
  - Email Status Summary Reports

Email
Open
Rates

Make Emails Personalized & Relevant

- Avoid sending emails to all members
- Group members to create targeted communication groups
  - New members
  - Event attendees
  - Small businesses vs. larger businesses
  - Inactive members
  - Demographic groups
  - Young professionals
  - Nonprofits & Community groups
- Database fields personalize each email

Importance of Clean Email Lists

- Improves deliverability
  - Avoid bounces and spam filters
- Reduces spam complaints and unsubscribes
- Saves staff time and effort
  - Staff must investigate bounce backs
  - Wastes marketing resources
- Helps build strong email reputation
  - Increases open rates and engagement

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Maintain Your Email Lists

- Review your Unsubscribed Emails Report
  - Who is unsubscribing
  - Do NOT resubscribe members without their permission
- Ensure members receive what they signed up for
  - Join/leave groups and mailing lists from the MIC

		Unsubscribed Addresses		
Address	**Opt-Out Date**	**Type**	**Contact(s) Affected**	**Opt-Out Enabled**
al@mailinator.com	3/12/2025	Group: 2025 Blood Drive Planning Committee	Al Dente (Don't Stop Bereaving Grief Counseling)	☑
amy@mailinator.com	3/12/2025	Group: Community Clean Up Committee	Amy Richter (Tie Dye Designs) Amy Richter (Tie Dye Designs)	☑
brooke@mailinator.com	3/12/2025	Mass Emails	Brooke Trout (Company Name)	☑
colette@mailinator.com	4/22/2018	Mass Emails	Colette Walters (Black Diamond Advertising)	☑
janesmith@mailinator.com	4/11/2024	Group: General Newsletter Mailing List	Jane Smith (Happy Days Child Care)	☑
josie@mailinator.com	2/12/2025	Group: Community Clean Up Committee	Place for Dogs, A Place For Dogs, A Josie Jenkins (Place for Dogs, A)	☑
prairiebay@mailinator.com	3/7/2023	All Emails	Bonnie Madson (Lady and the Clamp Hardware for Her)	☑
rrfrankenfeld@hotmail.com	3/7/2023	Mass Emails	Becky Frankenfeld (How the West Was Spun Woolen Western Wear)	☑
shane@mailinator.com	3/12/2025	Mass Emails	Sean McKinnon (Gabby's Dry Cleaning)	☑
shoes@mailinator.com	3/12/2025	Group: Young Finance Professionals Group	Big Foot Shoe Shop Big Foot (Big Foot Shoe Shop)	☑

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Review Invalid Emails

- Improve deliverability by removing invalid emails
  - Quarantined Invalid Email Addresses Report
    - Nightly scan for invalid email addresses
  - Recheck or Change address from the report
- Staff email notification of Invalid Email Addresses
  - 30 days prior, 5 days prior, and day of quarantine

Invalid Email Addresses

Emails Quarantined: 10

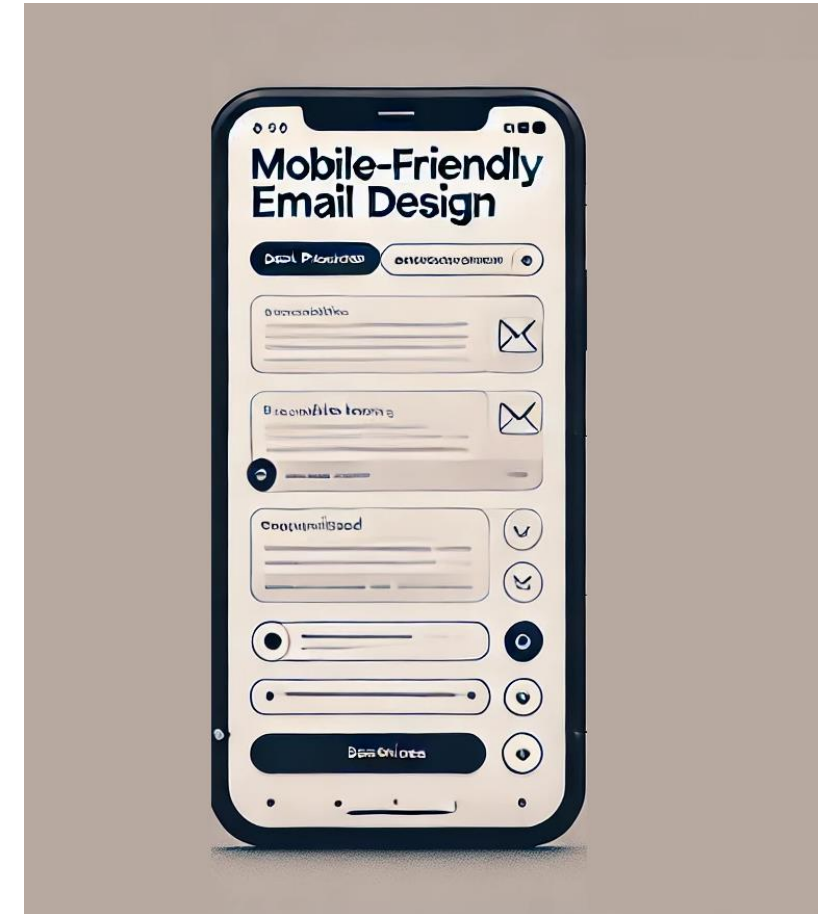| Action	Email	Quarantine Reason
Re-Check | Change | MarkAsGood	barry@mailnator.com	No MX Record; MX record of the domain doesn't exist.
Re-Check | Change	crystal@mailinator.com	Invalid email address; may contain invalid characters or is incomplete
Re-Check | Change | MarkAsGood	earl@mailnator.com	No MX Record; MX record of the domain doesn't exist.
Re-Check | Change | MarkAsGood	fish@mailnator.com	No MX Record; MX record of the domain doesn't exist.
Re-Check | Change | MarkAsGood	info@XYZ.COM	Rejected email; SMTP server rejected email; the email account doesn't exist
Re-Check | Change | MarkAsGood	jjones@diephouserealty.com	No MX Record; MX record of the domain doesn't exist.
Re-Check | Change	kelly@mailinator.com	Invalid email address; may contain invalid characters or is incomplete
Re-Check | Change | MarkAsGood	mwest@diephouserealty.com	No MX Record; MX record of the domain doesn't exist.
Re-Check | Change | MarkAsGood	s@stacey.com	No MX Record; MX record of the domain doesn't exist.
Re-Check | Change | MarkAsGood	sam@maillinator.com	No MX Record; MX record of the domain doesn't exist.

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Regularly Clean Up Your Lists

- Bounces, especially hard ones, damage your sender reputation
  - *Soft bounce:* temporary delivery issue
    - 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:* permanent delivery issue
    - The email address is invalid
    - The email addresses doesn't exist

Mobile-Friendly for Maximum Impact

- Members are mobile first
  - 80% of emails viewed on mobile devices
- Mobile-optimized emails lead to higher open & click rates
- Member expect seamless communication
- Stay competitive & relevant
  - Keep your organization modern and accessible
- If not optimized, member may simply delete without reading

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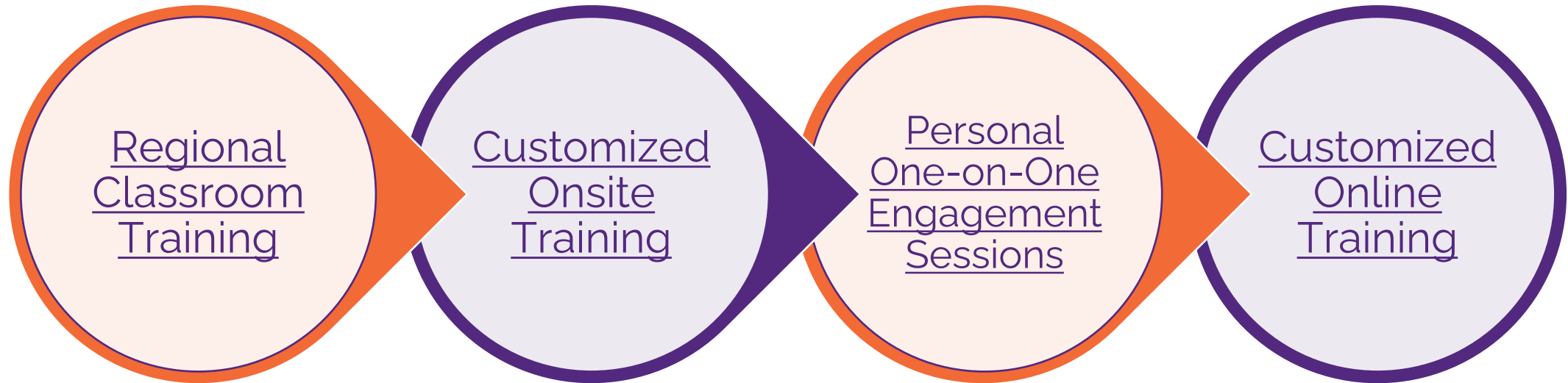memberzone

Optimize for Mobile Devices

- Keep subject lines short
  - 40 characters or less
- Clear, readable font
  - At least 14px
- Mobile-friendly design
  - Easy to read text
  - Bulky emails take longer to load
- Test emails on mobile device before sending
  - Preview email
- Avoid attachments
  - Link to attachment

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Training Resources

Expanded Training Offerings

Regional Classroom Training → Customized Onsite Training → Personal One-on-One Engagement Sessions → Customized Online Training

Questions?