

5 Ways to Ensure your eMails are getting through..

Why don't my emails reach
my members?



There is no ONE single
answer to this question



5 Ways to Ensure your eMails are getting through...

But... maintaining your
Sender Reputation will
help!



5 Ways to Ensure your eMails are getting through...

The Good News... You control many of factors behind your sender reputation...



What you can control

- Include Quality Content in your Emails
- Improve Recipient Open Rates
- Maintain your Groups Lists
- Target Your Emails
- Regularly Clean Up Your Email Lists



1...Include Quality Content in Your Email

Stay away from words you'd see in SPAM

**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... Ensure recipients will open your emails

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... Ensure recipients will open your emails

- Spam Filtering looks at how many emails are opened, and how many are deleted without opening
- Low open rates are a 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... Ensure recipients will open your emails

- 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. This includes any images, colors, typography, etc.
- Make sure the “from” line is from a name they will recognize



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2... Ensure recipients will open your emails

- 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 the 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 Groups Lists

- Verify your group participation overtime and ensure that the participants are still engaged with your organization, if they are not, yet still receiving your emails, they may simply be deleting them without opening and impacting your sender reputation
- These days, people are likely to mark your email as spam for not removing them from your list quickly enough or for sending too many irrelevant emails



3...Maintain Your Groups Lists

- Review your Unsubscribed Reports to view who is un-subscribing and try to determine why, do NOT resubscribe
- Ensure that the contacts on your lists are receiving what they signed up for. 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 of 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 Email 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 to review the emails you have sent



5...Regularly Clean Up your Email Lists

Bounces, especially hard ones, are actually damaging your sender reputation!

- A **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
- A **hard bounce** occurs when the message has been rejected outright:
 - The email address is invalid
 - The email addresses doesn't exist



5...Regularly Clean Up your Email Lists

When Hard Bounce failures occur, remove undeliverable addresses from your distribution lists as soon as possible to avoid negative repercussions with the ISPs



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.)
- The domain of the email address doesn't exist
- The address of the recipient no longer exists on the receiving server
- The MX record of the domain itself doesn't exist. These are all cases where the email would never make it through to anyone



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 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 [Setup SPF Record](#)



Questions?