

5 Ways to Ensure Your Emails Get Through



Why don't my members read their newsletters?

There is no ONE
single answer
to this question.



But let's talk about what you
CAN do about it!



The best thing you can do
is maintain your
Sender Reputation!



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 or not 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 is:
YOU control many of
the factors behind your
Sender Reputation!

5 Ways to Improve Newsletter Open Rates

1. Include Quality Content in your Emails
2. Ensure recipients will open your emails
3. Maintain your Groups/Lists
4. Target Your Emails
5. Regularly Clean Up Your Groups/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.
- 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 and determine the best day of the week and time of day to send your emails.

3. Maintain Your Groups/Lists

- Verify your group participation and verify that recipients 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.
- Recipients are likely to mark your email as spam for not removing them from your list quickly enough or for sending too many emails.
- Review your Unsubscribed Reports to view who is unsubscribing or opting out and try to determine why. Do NOT resubscribe members without their explicit permission!
- Ensure that the contacts on your lists are receiving what they signed up for. A Volunteer list should not be receiving Fundraising messages, for example.

4. Target Your Emails

- Use smaller groupings of recipients, and personalize your communications
 - As opposed to sending to all – use sub-groupings
 - For Example: If you wish to send out the “Update Your Directory Listing” email to all your members, you can “target” specific categories and personalize the message based on the category you are sending
 - Use Merge Field options to personalize your content! No one likes to be addressed as “Dear Member”.

5. Regularly Clean Up your Email Lists

The act of repeatedly sending to invalid addresses impacts your sender reputation, which may cause ISPs to block your email from reaching your recipients.

Review the emails you send for delivery rates, bounces, etc. and use these as a baseline for maintaining your groups/lists

anywhere@anywhere.com	11/26/2018 02:50pm	Technical: Other Receiver Error			0
marion@mailinator.com	11/26/2018 02:50pm	Hard Bounce: Unknown User			0
cheri.petterson@growthzone.com	11/26/2018 02:50pm	11/26/2018 08:50pm			0
holly@mailinator.com	11/26/2018 02:50pm	11/26/2018 08:50pm			0
lucas@bomb.com	11/26/2018 02:50pm	Technical: Network Error			0
me@fakeemail.com	11/26/2018 02:50pm	Technical: Network Error			0
lobster@mailinator.com	11/26/2018 02:50pm	11/26/2018 08:50pm			0

gabriella@	Email Sent	Failure Code	Failure Reason	Subject
youfoundn	1/31/2023 9:48:09 AM	Rejected	- error dialing remote address: dial top 149.72.32.80:0->34.102.136.180:25: i/o timeout	LIVE - ChamberMaster/MemberZone: Golf Tournament Setup - attendee registered
prettyroses	1/3/2023 11:03:50 AM	Rejected	- unable to get mx info: failed to get IPs from PTR record: lookup : unrecognized address	LIVE ChamberMaster/MemberZone: Solution Overview - attendee registered
jkhkdf@ya	1/20/2023 2:36:03 PM	Rejected	- unable to get mx info: failed to get IPs from PTR record: lookup : unrecognized address	5 Benefits of GrowthZone Pay - attendee registered
Party@you	1/23/2023 2:48:31 PM	Rejected	- unable to get mx info: failed to get IPs from PTR record: lookup : unrecognized address	LIVE - ChamberMaster/MemberZone: Event Management - attendee registered
sandyridge	2/2/2023 2:50:26 PM	Rejected	- unable to get mx info: failed to get IPs from PTR record: lookup : unrecognized address	M1/NRDS Integration Training - attendee registered
	3/2/2023 4:12:35 PM	Rejected	- unable to get mx info: failed to get IPs from PTR record: lookup : unrecognized address	Training Planning 2023 Survey- THANK YOU!
	3/18/2023 12:01:26 PM	Rejected	- unable to get mx info: failed to get IPs from PTR record: lookup : unrecognized address	Reminder: The GrowthZone Event at GameWorks
	1/19/2023 12:18:37 PM	HardBounce	4.1.1 - 421 4.1.1 : Recipient address rejected: unverified address: Address verification in progress	Welcome to ChamberMaster/MemberZone
	1/18/2023 7:07:30 PM	HardBounce	5.1.1 - 550 5.1.1 : Email address could not be found, or was misspelled (G8)	M1/NRDS Integration Training - attendee registered
	3/24/2023 12:18:42 PM	HardBounce	5.1.1 - 550 5.1.1 ... User unknown	Engagement Team

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.

5. Regularly Clean Up your Email Lists

Both ChamberMaster and GrowthZone have reports to view bounced and rejected emails.

- ChamberMaster: [Email Status Summary Report](#) (use the “View Full Details” links)
- GrowthZone: [Email Delivery Failures Report](#)

5. Regularly Clean Up your Email Lists

Are you in an area where many members use the same ISP?

You may want to contact the ISP to be whitelisted if your emails are not reaching members. You can check if you have been "blacklisted" using the following link: <http://mxttoolbox.com/blacklists.aspx> You may see some of them to return a "timed out message" – This response is normal.

GrowthZone is helping in the effort

Will Be Quarantined: 2						
Action	Email	Quarantine Reason	Planned Quarantine Date	Mem ID	Member	Member Status
Re-Check Change	joe@joesmithconstruction.com	Invalid domain; the domain used doesn't exist	12/7/2017	32	Joe Smith Construction	Non-Member
Re-Check Change MarkAsGood	Mommabigfish@	Invalid email address; may contain invalid characters or is incomplete	12/7/2017	47	Big Fish Charters	Non-Member
3/25/2019 1:33:34 PM						
		Contact Name ↕	Email Address ↕	Validity Status ↕	Date Invalid ↕	
		Andrea Yatker	yatker@mailinator.com	Bad Domain		
		k kiran	k@mail.com	Mailbox Not Found	9/23/2019	
		Terry Dox	terry.dox@ruttgers.com	Generic Rejection	12/13/2021	
		Count 3				

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, or land in their spam folder instead, your efforts can be wasted.

ChamberMaster Email Quarantine Process

Summary:

1. An Email warning of upcoming quarantine will be sent 30 days prior to quarantine to notify you that email(s) are to be quarantined. This email is sent to those staff members who have subscribed to the "Invalid Email Address Notifications" notification. The email contains action links to:
 - Re-check the email
 - Change Address
 - Mark As Good
2. A reminder email "warning" will be sent five days prior to the final quarantine of emails
3. One final email will be sent, on the day of the quarantine, indicating the emails have been quarantined

ChamberMaster Email Quarantine Process

Task List 	
4	Mbr Signups
0	Hot Deals
0	MarketSpace
0	News Releases
0	New Events
0	Job Postings
0	Pub. Requests
0	Reminders
0	Mbr Payments
0	Invoices
0	Web Leads
2	Invalid Emails

Watch your Email
Notifications &
Task List



GrowthZone Email Quarantine Process

GrowthZone has an overnight “job” that runs and checks all the emails in your database against multiple internet DNS servers. When an email is found to be invalid, it is immediately flagged in the system and GrowthZone will no longer send email to that address.

There are no warnings or notifications; the system will simply not send emails to that address until it is corrected.

GrowthZone Email Quarantine Process

Review the Invalid Email Report on a regular basis to review the flagged emails in GrowthZone, and manage your invalid email addresses as needed.



GrowthZone: [Invalid Email Report](#)

GrowthZone: [Manage Invalid Emails](#)

Invalid Email Addresses

The following types of email addresses would be considered invalid:

- Addresses where the syntax is incorrect (e.g. multiple @ symbols, an 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](#)
- GrowthZone [Setting Up SPF Records](#)

Questions?