

ELEVATE YOUR EMAIL STRATEGY TO A SUPERHERO LEVEL

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**FROM ISP TO INBOX:
ENSURING HIGH DELIVERABILITY RATES**



DEEP DIVE INTO EMAIL DELIVERABILITY FACTORS

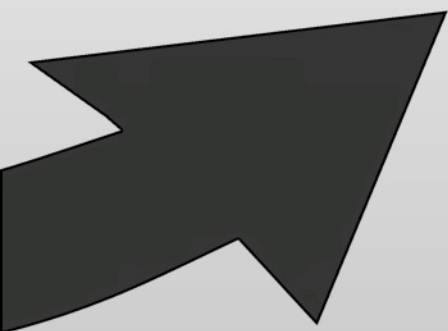
**Learn actionable strategies
to improve your email
deliverability and ensure your
messages land in the inbox
- not the spam folder.**



The Importance of Deliverability

Deliverability isn't just about sending emails - it's about ensuring your audience receives them.

A 95% delivery rate with a 20% open rate is better than 100% delivery and 5% opens.



Tip 1 - Authenticate Your Emails

Implement SPF, DKIM and DMARC protocols to verify your domain. These tools build trust with ISPs and prevent spoofing.

How to Start:

Configure SPF and DKIM in your DNS settings. Set DMARC with a policy of "monitor" (p=none) for initial testing.

Tip 2 - Warm Up Your Domain

New sending domains need to build a reputation with ISPs.

- ◆ **Start by sending small volumes (e.g., <500/day).**
- ◆ **Gradually increase over 3-4 weeks while maintaining engagement rates.**



Tip 3 - IP Address Strategy

- ◆ **Use dedicated IPs if sending >100,000 emails/month for better control.**
- ◆ **Shared IPs? Great for small senders to benefit from pooled reputation. One spammer ruins the reputation for all.**

Tip 4 - Segment Your Audience

Personalisation starts with segmentation. Use these categories:

- ◆ **New Subscribers: Prioritise onboarding content.**
- ◆ **Active Users: Increase frequency to maintain engagement.**
- ◆ **Lapsing Users: Use win-back campaigns to re-engage.**

Never email users who haven't opted in!

Tip 5 - Maintain a Clean List

- ◆ **Remove invalid or inactive emails regularly.**
- ◆ **Use re-engagement campaigns to re-activate disengaged users.**
- ◆ **Tools like NeverBounce can help verify email addresses.**

Tip 6 – Craft Relevant Content

The better your content, the higher your open rates.

- ◆ **Write compelling subject lines (under 50 characters).**
- ◆ **Use clear CTAs and avoid spam trigger words (e.g., “Free!” or “Click here!”).**

Tip 7 – Monitor Deliverability Metrics

Focus on:

- ◆ **Bounce rate: Should be <2%.**
- ◆ **Spam complaints: Keep below 0.1%.**
- ◆ **Use tools like Litmus or GlockApps to track performance.**

Tip 8 - Optimise Send Frequency

Sending too many emails leads to unsubscribes.

- ◆ **Start with 1-2 emails/week and adjust based on audience feedback and/or data.**
- ◆ **Test what works best for your niche.**

Secret Tactic #1

- Seed Lists

Use seed lists to test deliverability across ISPs (like Gmail, Outlook).

- ◆ **Services like Email on Acid can simulate inbox placement and alert you to issues.**



Secret Tactic #2 - Whitelisting

Encourage your audience to whitelist your domain by including instructions in your onboarding emails.



Advanced Secret

- BIMI Records

Implement Brand Indicators for Message Identification (BIMI) to display your logo in emails.

It boosts brand trust and improves open rates.



Final Thoughts

Deliverability isn't a set-and-forget.

Constantly test, analyse and adjust your strategies.

Your inbox placement is your reputation in action.



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👉 Ready to master deliverability? Connect with me for more email marketing secrets. Let's turn your campaigns into inbox champions!

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