

Email Marketing Playbook

Email Marketing Overview.....	2
Email Marketing Benchmarks.....	2
General Best Practices	2
Types of Email Marketing Campaigns	6
Scheduling your Email Marketing Campaigns	7
Designing an Email Marketing Campaign.....	8
Best Practices for Email Design	8
Inverted Pyramid	8
Optimizing your Email Marketing Campaign.....	9
Resources for Creating and Designing Email Marketing Campaigns.....	9
Measuring an Email Marketing Campaign.....	10
Email Deliverability.....	11
Sender Reputation.....	12
Double-Opt in	12
IP Warming.....	13
Email Automation	13
Step-By-Step Campaign Planning.....	14

Email Marketing Overview

Email marketing is a powerful tool for businesses to connect with their target audience and build relationships that increase engagement, loyalty, and revenue. Unlike other digital marketing channels, email marketing allows companies to reach their audience directly and communicate personally, with messages tailored to their interests and needs.

With email marketing, businesses can segment their audience based on demographics, interests, and behaviors and send targeted messages more likely to be opened, read, and acted upon. Email marketing can also nurture leads, promote new products or services, drive website traffic, and increase customer retention. By leveraging the power of email marketing, businesses can stay top-of-mind with their audience and foster long-term relationships that can lead to sustainable growth and success.

Email Marketing Benchmarks

[As of February 2023](#)

Business Type	Open Rate	Click Rate	Bounce Rate
All Industries Average	35.10%	1.42%	10.04%
Consulting	28.32%	1.26%	9.99%
Financial Services	28.57%	1.26%	9.15%
Health and Wellness	35.30%	0.89%	9.86%
Technology Services	19.25%	2.46%	11.10%

General Best Practices

Several best practices can help make your email marketing campaigns effective:

1. Build a quality email list: The first step to a successful email marketing campaign is building a quality email list. Make sure your subscribers have opted in and are interested in receiving your emails.

Here are some tips for building a quality email list:

- **Offer something of value:** Offer an incentive, such as a free e-book or a discount code, in exchange for someone subscribing to your email list. This will attract people who are genuinely interested in your brand or product.
- **Make it easy to subscribe:** Make sure your subscription form is easy to find and easy to fill out. Keep the form short and ask for only essential information, such as name and email address.
- **Use double opt-in:** Use a double opt-in process to verify that subscribers want to receive your emails. This means subscribers must confirm their email address after signing up, which helps ensure you have a list of engaged and interested subscribers.
- **Leverage social media:** Use social media to promote your email list and encourage people to sign up. You can use social media platforms like Facebook, Twitter, and LinkedIn to reach a broader audience.

- **Attend events:** Attend events related to your industry and use them as an opportunity to collect email addresses from interested attendees. You can do this by offering a prize draw or a giveaway for people who sign up for your email list.
- **Use pop-ups:** Use pop-ups on your website to encourage visitors to sign up for your email list. Make sure the pop-up is visually appealing and offers something of value in exchange for their email address.
- **Keep your list clean:** Regularly clean your email list to remove inactive subscribers and those who have unsubscribed. This will help to ensure that you have an engaged and interested audience.

2. Segment your list: Segmenting your list helps you send targeted messages to specific groups based on their interests, location, or behavior. Segmenting your email marketing contact list is a great way to deliver more targeted and relevant content to your subscribers, which can improve engagement and increase conversions.

Here are some ways to segment your email list:

- **Demographics:** Segment your list based on demographic information, such as age, gender, location, or job title. This can help you deliver content tailored to different groups' specific needs and interests.
- **Behavior:** Segment your list based on subscriber behavior, such as email open rates, click-through rates, or past purchases. This can help you send targeted content based on subscribers' previous actions.
- **Lead magnet:** Segment your list based on the type of lead magnet that brought subscribers to your list, such as a free ebook, webinar, or discount code. This can help you send content that is relevant to their interests.
- **Lifecycle:** Segment your list based on where subscribers are in the customer lifecycle, such as new subscribers, active customers, or lapsed customers. This can help you send content that is tailored to their stage in the customer journey.
- **Preferences:** Segment your list based on subscriber preferences, such as the type of content they want to receive or the frequency of emails. This can help you send content that is personalized to their preferences.

3. Craft a compelling subject line: Your subject line should be attention-grabbing and relevant to your subscribers. Avoid using spammy or salesy language that may trigger spam filters. The subject line of your email is the first thing subscribers see, and it can significantly impact whether they open your email.

Here are some tips for creating a compelling email marketing subject line:

- **Keep it short and sweet:** Keep your subject line short and to the point, ideally no more than 50 characters. This will help it stand out in a crowded inbox and make it easier for subscribers to read.
- **Use personalization:** Personalize your subject line by including the subscriber's name or other relevant information. This can help to increase open rates and engagement.
- **Create a sense of urgency:** Use words that create a sense of urgency or scarcity, such as "limited time," "act now," or "don't miss out." This can encourage subscribers to open your email right away.
- **Ask a question:** Ask a question in your subject line that piques subscribers' curiosity and encourages them to open your email to find the answer.
- **Use numbers or statistics:** Use numbers or statistics in your subject line to make it more specific and intriguing. For example, "10 tips for improving your marketing strategy."
- **Make it relevant:** Make sure your subject line is relevant to the content of your email. This will help to establish trust with your subscribers and increase engagement.
- **Test and optimize:** Test different subject lines to see which ones perform best and optimize based on your results. This can help you to improve your open rates and overall email marketing campaign performance.

4. Create valuable content: Your email content should be valuable, informative, and engaging to your subscribers. Avoid making it overly promotional and focus on providing value to your audience.

Here are some types of content that can be included in an effective email marketing campaign:

- **Newsletters:** A regular newsletter can keep subscribers up-to-date on your latest news, products, and promotions.
- **Educational content:** Educational content, such as how-to guides, tutorials, and tips, can help establish your brand as an expert in your industry and provide value to your subscribers.
- **Promotions and discounts:** Offering exclusive promotions and discounts to your email subscribers can help drive sales and increase customer loyalty.
- **Customer stories and testimonials:** Sharing customer success stories and testimonials can help to build trust and credibility with your audience.
- **Personalized content:** Personalizing your content based on subscriber preferences and behaviors can make your emails more relevant and engaging.
- **User-generated content:** Sharing user-generated content, such as reviews, photos, and videos, can help to build community and promote your brand.
- **Curated content:** Curating content from other sources can provide value to your subscribers and position your brand as a trusted source of information.

5. **Use a clear call-to-action:** Make sure your email has a clear call-to-action (CTA) that tells your subscribers what you want them to do. The CTA should be visible and easy to click.

Here are some examples of clear and effective CTAs:

- **Shop Now:** This CTA is straightforward and effective for promoting sales and driving traffic to your website.
- **Learn More:** This CTA can be used to encourage subscribers to learn more about your products, services, or brand.
- **Sign Up:** This CTA can be used to encourage subscribers to sign up for a newsletter, webinar, or other lead magnet.
- **Download Now:** This CTA is effective for promoting downloads of resources such as ebooks, whitepapers, or guides.
- **Register Today:** This CTA can be used to promote events, webinars, or other activities that require registration.
- **Get Started:** This CTA can be used to encourage subscribers to take the first step in engaging with your brand, such as signing up for a free trial or creating an account.
- **Claim Your Discount:** This CTA can be used to promote exclusive discounts and offers to subscribers.
- **Join the Revolution:** This CTA can be used to promote a new product, service, or movement that your brand is championing.
- **Treat Yourself:** This CTA can be used to promote exclusive discounts or offers to subscribers, encouraging them to indulge in a special treat for themselves.
- **Unlock the Secret:** This CTA can be used to promote content or information that is not widely available, such as insider tips or exclusive access.
- **Be Our VIP:** This CTA can be used to promote special perks or benefits for subscribers who take action, such as early access to sales or events.
- **Take the Challenge:** This CTA can be used to promote a challenge or competition that encourages subscribers to engage with your brand in a fun and interactive way.
- **Don't Miss Out:** This CTA can create a sense of urgency and encourage subscribers to take action before a promotion or offer expires.
- **Let's Do This:** This CTA can be used to promote a sense of collaboration or partnership with your subscribers, encouraging them to take action alongside your brand.

6. Optimize for mobile devices: Most emails are opened on mobile devices, so ensure your emails are optimized for mobile viewing. In addition, keep your email design simple and easy to read on smaller screens.

Here are some tips for optimizing your email marketing campaigns for mobile devices:

- **Use a responsive email design:** Use a responsive email design that automatically adjusts the layout and formatting to fit the screen size of the device used to view the email.
- **Keep subject lines short and concise:** Mobile devices typically show only the first few words of a subject line, so keep it short and compelling to encourage subscribers to open the email.
- **Use clear and simple fonts:** Use a clear and simple font that is easy to read on a small screen. Avoid using small fonts and complex designs that make the email difficult to read. The standard email font size is 11 to 12 point, and 13 points for subheaders.
- **Optimize images:** Optimize images for mobile devices by compressing them and using the correct size. Large images can slow load times and make the email difficult to read.
- **Use a single-column layout:** A single-column structure is easier to read on a mobile device than a multi-column layout, which can cause formatting issues on smaller screens.
- **Make sure CTAs are easy to click:** Ensure that CTAs are easy to click on a small screen by making them prominent and using plenty of white space around them. The ideal button size for easy clicking on mobile devices is between 42px and 72px.
- **Test your emails on mobile devices:** Test your emails on different mobile devices and email clients to ensure they display correctly and are easy to read and navigate.

7. Test and measure: Test different elements of your email campaign, such as subject lines, content, and CTAs, to see what works best for your audience. Use analytics to measure the success of your campaigns and make data-driven decisions. Testing one element at a time and tracking the results to determine what works best for your audience is important.

Here are some elements that you can test in your email marketing campaign:

- **Subject Lines:** Test different subject lines to see which ones get the highest open rates. Try testing different lengths, personalization, and emojis in your subject lines.
- **Timing:** Test the timing of your emails to see which times and days of the week get the highest open and click-through rates—experiment with sending emails during different times of the day and week.
- **Call-to-Action (CTA):** Test the wording, design, and placement of your CTAs to see which ones get the highest click-through rates.
- **Content:** Test different types of content, such as images, videos, and text, to see which ones get the highest engagement rates.
- **Personalization:** Test the effectiveness of personalization by sending emails with personalized content, such as product recommendations or location-based offers, to see if it increases engagement and conversions.
- **Segmentation:** Test the effectiveness of your segmentation strategy by sending targeted emails to different segments of your email list and measuring the engagement rates.
- **Frequency:** Test the frequency of your emails to see how often your subscribers want to receive emails from you. Try testing different frequencies, such as weekly, bi-weekly, or monthly emails.

A/B testing, also known as split testing, is a common technique used in email marketing to compare the performance of two different variations of an email. When performing A/B testing, it is important to test only one variable at a time so that you can isolate the factor that affects the performance of the email.

Here are some of the different ways you can perform A/B testing for email marketing campaigns:

- **Subject line:** Test two different subject lines to see which one performs better in terms of open rates.
- **Sender name:** Test different sender names to see which one resonates better with your subscribers.
- **Email content:** Test different email content variations, such as different images, copy, or call-to-actions (CTAs), to see which version gets higher click-through rates or conversions.
- **Layout:** Test different email layouts, such as a single-column layout versus a multi-column layout, to see which one performs better.
- **Timing:** Test different times or days of the week to send your emails to see which time and day get higher open rates.
- **Segmentation:** Test sending the same email to different segments of your email list to see which segment responds better to the content.

8. Follow email marketing compliance practices: Email marketing compliance refers to the legal and ethical guidelines businesses must follow when sending commercial emails to their subscribers. These guidelines are designed to protect the recipients' privacy and interests and prevent spamming and other forms of abuse.

Follow email marketing best practices, such as including an unsubscribe link, honoring unsubscribe requests promptly, and keeping your email frequency reasonable.

Some of the key email marketing compliance regulations include:

- **CAN-SPAM Act:** The CAN-SPAM Act is a law that sets rules for commercial email messages, including requirements for unsubscribe links, accurate sender information, and clear subject lines.
- **GDPR:** The General Data Protection Regulation (GDPR) is a European Union regulation that applies to businesses that collect and process personal data of EU residents. The GDPR requires businesses to obtain consent from subscribers before sending them marketing emails, and to provide subscribers with the option to opt-out at any time.
- **CASL:** The Canadian Anti-Spam Legislation (CASL) is a law that regulates commercial electronic messages sent to or from Canada. The CASL requires businesses to obtain consent from subscribers before sending them marketing emails, and to provide subscribers with the option to unsubscribe at any time.
- **CCPA:** The California Consumer Privacy Act (CCPA) is a law that regulates the collection, sharing, and selling of personal information of California residents. The CCPA gives California residents the right to opt-out of the sale of their personal information, including their email addresses.

Failure to comply with these regulations can result in significant fines and damage to a company's reputation. It is important for businesses to ensure that their email marketing campaigns comply with all relevant regulations and guidelines to protect both their customers and their business.

Types of Email Marketing Campaigns

There are several different types of email marketing campaigns that businesses can use to achieve their goals:

1. **Newsletter:** A regular newsletter is a type of email marketing campaign that keeps subscribers informed about company news, updates, and promotions. Newsletters can be sent weekly, bi-weekly, or monthly.
2. **Promotional emails:** Promotional emails are designed to promote a specific product or service, often with a special offer or discount. These emails can be used to drive sales and generate revenue.
3. **Welcome emails:** Welcome emails are sent to new subscribers to introduce them to your brand and welcome them to your email list. They can include information about your company, products, or services and can help establish a connection with new subscribers.

4. **Abandoned cart emails:** Abandoned cart emails are sent to customers who added items to their cart but did not complete the purchase. These emails can include a reminder of the items left in the cart, a special offer or discount, or other incentives to encourage the customer to complete the purchase.
5. **Re-engagement emails:** Re-engagement emails are sent to subscribers who have not engaged with your emails in a while. These emails can include a special offer, a reminder of the benefits of your product or service, or other incentives to encourage the subscriber to re-engage.
6. **Event invitation emails:** Event invitation emails are sent to promote upcoming events, such as webinars, conferences, or product launches. They can include details about the event, registration information, and other relevant information.
7. **Survey emails:** Survey emails are sent to gather feedback from subscribers about their experience with your brand or product. These emails can help businesses understand their audience and improve based on their feedback.

By using different types of email marketing campaigns, businesses can engage with their subscribers and achieve their marketing goals.

Scheduling your Email Marketing Campaigns

The best day and time to send an email marketing campaign can vary depending on your target audience, the industry you're in, and the purpose of your email.

However, here are some general guidelines that can help you determine the best day and time to send your emails:

- **Avoid weekends:** Generally, weekends are not the best time to send marketing emails as people tend to be less focused on work-related activities and may not check their email as frequently.
- **Mid-week is best:** Tuesday, Wednesday, and Thursday are often the best days to send email campaigns. This is because people are usually settled into their workweek and more likely to engage with work-related content. However, [according to this article](#), Friday is showing pretty solid stats for opens and CTRs.
- **Time zone matters:** Consider the time zone of your target audience and schedule your email to arrive during their business hours.
- **Test and analyze:** Use A/B testing to determine your specific audience's best time and day. Analyze the data from your email marketing campaigns to see which days and times result in higher open rates, click-through rates, and conversions.

The frequency of email marketing campaigns can depend on several factors, such as your industry, the type of content you are sending, and your subscribers' preferences.

However, here are some general guidelines to consider when determining how often to send email marketing campaigns:

- **Quality over quantity:** Focus on sending high-quality emails with valuable content that your subscribers will find helpful or interesting. It's better to send fewer emails that are engaging and informative than to send too many emails that are irrelevant or uninteresting to your subscribers.
- **Consider your subscribers' preferences:** Pay attention to your subscribers' engagement levels and feedback to determine how often they want to hear from you. For example, some subscribers may want to receive emails from you daily, while others may only want to receive emails once a month.
- **Don't overwhelm your subscribers:** Avoid sending too many emails too frequently, as this can make subscribers feel overwhelmed or annoyed with your brand. A good rule of thumb is to send no more than one email per week unless you have a specific reason for sending more (e.g., a limited-time sale or event).

- **Test and analyze:** Use A/B testing to determine the optimal frequency for your email marketing campaigns. Analyze your email engagement metrics, such as open rates, click-through rates, and conversions, to see how your subscribers respond to your emails.

Designing an Email Marketing Campaign

Designing an effective email for a marketing campaign involves several key steps:

1. **Define your goals:** Before you start designing your email, you need to define the purposes of your campaign. For example, is it to promote a new product or service, drive traffic to your website, or increase sales? Knowing your goals will help you create a compelling email design.
2. **Choose an email template:** Most email marketing platforms offer pre-designed templates that you can customize to match your brand. Choose a template that fits the goals of your campaign and the message you want to convey.
3. **Branding:** Make sure your email design reflects your brand. Use your company's logo, colors, and fonts to maintain consistency across all your marketing channels.
4. **Use visuals:** Including images and graphics can make your email more appealing and engaging. Choose high-quality visuals relevant to your message and fit your brand's style.
5. **Write compelling copy:** Your email copy should be clear, concise, and focused on the benefits of your product or service. Use a conversational tone and avoid jargon or industry-specific language that may confuse your audience.
6. **Add a clear CTA:** Every marketing email should have a clear call-to-action (CTA). This could be a button, link, or even a phone number that tells your subscribers what action you want them to take.
7. **Optimize for mobile:** Most emails are opened on mobile devices, so it's crucial to design your email with mobile users in mind. Make sure your email is easy to read on a smaller screen, and the images and CTAs are easily clickable.
8. **Test and measure:** Before sending your email to your entire list, test it on different devices and email clients to make sure it looks good and functions properly. After the campaign, use analytics to measure the success of your email and make data-driven decisions for future campaigns.

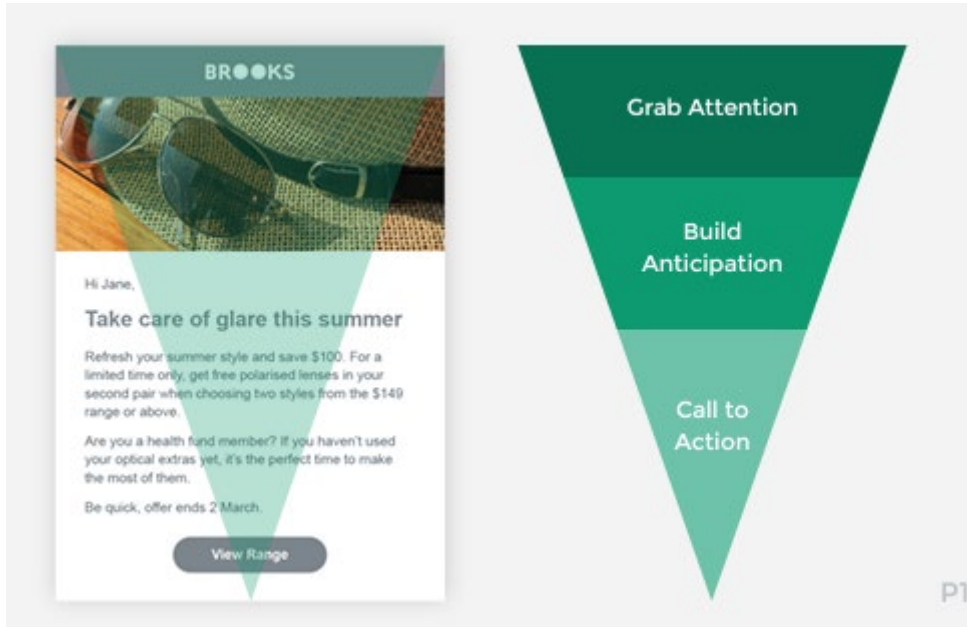
Best Practices for Email Design

- Limit yourself to four or five modules (excluding footer/disclaimer and mandatory 'view online' sections) for better visual emphasis
- Don't use too many CTAs (See section on CTAs for tips)
- Where your copy is running long, consider limiting characters or hyperlinking to "Read More" copy that will lead to a relevant landing page
- Consider the hierarchy of information that you want to pay importance to.
- Use the right template for the purpose of your email

Inverted Pyramid

This model for email layout works particularly well for a campaign with a simple message and a single CTA.

- Start with a succinct headline that highlights the key messages, or the value proposition of the email
- Follow up with supporting information and imagery to convince readers of the benefits of clicking through and converting
- Present your CTA to clarify how you want them to act next.



Optimizing your Email Marketing Campaign

Optimizing email marketing campaigns for different platforms is crucial to ensure that your emails are accessible and visually appealing across all devices. Here are some tips for optimizing your email marketing campaigns for different platforms:

- **Use a responsive design:** Ensure that your email design is responsive, which means that it will adjust and adapt to different screen sizes and resolutions. This will ensure that your emails are easy to read and navigate on both desktop and mobile devices.
- **Optimize images:** Use images that are optimized for email and web viewing. Compress your images to reduce their file size without sacrificing quality, and use alt text to ensure that your images are accessible to visually impaired subscribers.
- **Use a single-column layout:** A single-column layout is easier to read on mobile devices and ensures that your content doesn't get cut off or squeezed into a smaller space.
- **Keep the content short and sweet:** Mobile users tend to have shorter attention spans, so keep your email content concise and to the point. Use bullet points and short paragraphs to make it easy to scan and read.
- **Test and optimize:** Use A/B testing to determine the optimal design and layout for your email marketing campaigns. Analyze your results to see which designs and layouts perform best on different platforms and devices.

Resources for Creating and Designing Email Marketing Campaigns

There are many resources available for creating and developing email marketing campaigns. Here are some of the most popular ones:

1. **Email service providers (ESPs):** ESPs like Mailchimp, Constant Contact, and Campaign Monitor offer email marketing software with pre-designed templates and drag-and-drop editors to make it easy for businesses to create and send email campaigns.
2. **Design tools:** There are various design tools available such as Canva, Adobe Creative Cloud, and Piktochart can be used to create professional-looking images, graphics, and infographics for email campaigns.
3. **Stock photo and video sites:** Websites like Unsplash, Pexels, and Shutterstock offer a wide range of free and paid stock photos and videos that businesses can use in their email campaigns.
4. **Copywriting resources:** Writing compelling email copy is critical to the success of an email marketing campaign. Resources like Copyblogger, Grammarly, and Hemingway Editor can help businesses create effective copy that resonates with their subscribers.
5. **Email marketing blogs:** Many blogs provide insights and tips on email marketing best practices, such as HubSpot, AWeber, and Email on Acid.

There are several websites that provide examples of good email marketing designs and content. Here are some of the most popular ones:

- [Really Good Emails](#): This website features a collection of well-designed emails from various industries and niches. Users can search for specific categories or tags to find inspiration for their own email campaigns.
- [Campaign Monitor Gallery](#): Campaign Monitor's email gallery features hundreds of email examples from different industries and niches and insights on what makes each email effective.
- [Dribbble](#): A gallery of visually stunning emails from different brands that can inspire email designers.
- [HubSpot Email Marketing Examples](#): HubSpot, a marketing and sales software provider, offers a collection of email marketing examples that provide insights into best practices and creative approaches to email marketing.

Measuring an Email Marketing Campaign

There are several metrics you can use to measure the success of your email marketing campaign:

1. **Open rate:** The open rate is the percentage of subscribers who opened your email. A high open rate indicates that your subject line was compelling and relevant to your audience.
2. **Click rate:** The percentage of people who clicked on a link in the email, divided by the total number of delivered emails, regardless of whether or not the email was opened. It measures the overall effectiveness of the email campaign in generating clicks.
3. **Click-through rate (CTR):** The click-through rate is the percentage of subscribers who opened your email and clicked on a link in your email. A high CTR indicates that your email content and call-to-action were engaging and effective.
4. **Conversion rate:** The conversion rate is the percentage of subscribers who completed the desired action after clicking on a link in your email. This could be making a purchase, filling out a form, or downloading a resource. A high conversion rate indicates that your email and landing page were effective in converting subscribers into customers or leads.
5. **Bounce rate:** The bounce rate is the percentage of undeliverable emails returned to the sender. A high bounce rate can indicate issues with your email list, such as invalid email addresses or spam filters.
6. **Unsubscribe rate:** The unsubscribe rate is the percentage of subscribers who opted out of receiving your emails. While some unsubscribes are normal, a high unsubscribe rate can indicate issues with your email content or frequency.
7. **Revenue generated:** If your email marketing campaign is designed to drive sales, revenue generated is a key metric to measure the success of your campaign. You can track the revenue generated from your email campaign using analytics or your e-commerce platform.

Email Deliverability

Several common issues can affect email deliverability, including:

- **Spam filters:** Spam filters are designed to detect and block spam emails. However, sometimes legitimate emails can be flagged as spam if they contain certain keywords, phrases, or formatting that trigger the filter. It's important to avoid spammy language and follow best practices for email formatting to reduce the chances of being marked as spam.
- **Poor email list quality:** If your email list includes invalid or inactive email addresses, this can increase your bounce rate and hurt your email deliverability. It's important to regularly clean your email list and remove any inactive or invalid email addresses.
- **Low engagement rates:** Email providers often consider engagement rates, such as opens, clicks, and replies, when deciding whether to deliver your emails to the inbox or spam folder. Low engagement rates can signal to email providers that your emails are not valuable to the recipient and may result in lower deliverability.
- **Blacklists:** Your IP address or domain name may be blacklisted if it has been identified as sending spam or malicious emails. This can significantly impact your email deliverability and may require action to be removed from the blacklist.
- **Sender reputation:** Your sender reputation is a score assigned by email providers that measures your email sending behavior and reputation. If your sender reputation is low, this can negatively impact your email deliverability.

Optimizing email marketing deliverability ensures your emails reach your subscribers' inbox, not their spam folder.

Here are some tips for optimizing email marketing deliverability:

- **Use a reputable email service provider:** Choose an email service provider with a good reputation and proven track record of delivering emails to the inbox.
- **Implement double opt-in:** Use a double opt-in process to confirm subscribers' email addresses and ensure they have consented to receive your emails.
- **Build a quality email list:** A quality email list with engaged subscribers who have opted-in to receive your emails is essential for good deliverability.
- **Monitor and manage your email list regularly:** Remove inactive or invalid email addresses from your list, as they can negatively impact your deliverability rates.
- **Use a consistent "from" name and email address:** Use a consistent "from" name and email address, so that subscribers recognize your emails and are more likely to engage with them.
- **Segment your email list:** Segmented emails have higher open and click-through rates, which can improve your deliverability rates. Low historical open rates can trigger SPAM filters.
- **Use a clear and concise subject line:** A clear and concise subject line that accurately reflects the content of the email can improve your open rates, which can improve your deliverability rates.
- **Avoid spam trigger words:** Avoid using words or phrases commonly associated with spam, as they can trigger spam filters and negatively impact your deliverability.
 - Some common spam trigger words and phrases include:
 - Free
 - Guaranteed
 - Limited time offer
 - Act now
 - Cheap
 - Click here
 - Money back

- Special promotion
- Discount
- Buy now
- Cash
- Earn extra cash
- Make money fast
- Work from home
- Increase sales
- Marketing solutions

Sender Reputation

Sender reputation is a measure of the trustworthiness and reliability of an email sender, as perceived by email service providers (ESPs) and email recipients. It is a critical factor in email marketing, as it directly affects email deliverability and inbox placement. ESPs use complex algorithms to evaluate sender reputation, and they may use this information to filter emails to the spam folder or block them entirely.

Factors affecting your sender reputation include your average open rate, unsubscribe rate, spam complaints, and bounce rate. When using email marketing platforms like Mailchimp, Constant Contact, and Hubspot, you will often share an email sending IP address with other businesses using the same platforms. Their sender reputation will also affect yours. Some email marketing platforms provide the option for you to send emails via a private IP address, at an additional cost.

At Archetype, when we are working on an email marketing campaign that involves email outreach to a cold list, (which may mean a purchased email list, or a list of contacts that may have never heard of the company we are promoting) as well as a warm contact list familiar with the brand (“opted-in” contacts, past clients, leads, current clients), we usually use two separate email marketing platforms for the campaigns. For example, Outreach.io for the cold outreach and Hubspot for the warm outreach.

Cold outreach emails campaign generally result in low open rates and high unsubscribe rates, which negatively impact sender reputation. Using separate platforms enables us to send with separate IP addresses that will not affect any future email outreach we with the warm contact list.

Double-Opt in

A double opt-in process is a two-step process for verifying a subscriber's email address and confirming their consent to receive emails from your business.

The first step involves the subscriber entering their email address into a sign-up form on your website or other marketing materials. Once the subscriber submits their email address, they receive an automated confirmation email that includes a link or button to confirm their subscription.

To complete the subscription process, the subscriber must click the link or button in the confirmation email, which takes them to a confirmation page on your website. This confirmation page verifies the subscriber's email address and confirms their consent to receive emails from your business.

The double opt-in process is considered a best practice for email marketing because it helps ensure subscribers have given explicit consent to receive your emails, which can help reduce the number of spam complaints and improve your

deliverability rates. It also helps to ensure that your email list only contains engaged subscribers who are interested in receiving your emails, which can improve the effectiveness of your email marketing campaigns.

IP Warming

IP warming is a process used in email marketing to establish a positive reputation for a new IP address that sends out email campaigns. When an email service provider (ESP) assigns a new IP address to a sender, the sender needs to gradually increase the volume of emails they send over time to avoid being flagged as spam by email filters.

The process of IP warming involves gradually increasing the volume of emails sent from the new IP address while monitoring and adjusting the email content, targeting, and frequency. This process can take several weeks or even months, depending on the volume of emails being sent and the email engagement rates.

IP warming aims to build a positive reputation for the IP address with email service providers so that the sender's emails have a higher chance of reaching the recipient's inbox and not being marked as spam. It's an important step for any new email sender to ensure their email campaigns are successful and reach their intended audience.

Email Automation

Email automation campaigns refer to a set of triggered or timed emails sent to subscribers based on their behavior or actions. Creating an automated email marketing campaign has many benefits for businesses. Here are some reasons why you should consider implementing an automated email campaign:

- **Saves time and resources:** Automated emails are triggered or scheduled based on subscriber behavior or actions, which means you can set them up once and let them run without having to send each email manually. This saves time and resources that can be allocated to other marketing activities.
- **Provides personalized content:** Automated emails can be customized and personalized based on subscriber behavior or preferences, providing relevant and personalized content that increases engagement and conversion rates.
- **Increases efficiency:** Automated emails are triggered by specific actions or events, such as a new subscriber sign-up, a purchase, or an abandoned cart. This makes the email marketing process more efficient and effective in targeting subscribers at the right time with the right message.
- **Improves customer experience:** Automated emails can be designed to provide a seamless customer experience, from welcome emails that introduce your brand to post-purchase emails that provide shipping information and suggest related products.
- **Generates revenue:** Automated email campaigns have been shown to increase revenue and ROI, as they are highly targeted and relevant to subscribers' interests and behaviors.

Here are some examples of email automation campaigns:

- **Welcome email:** When a new subscriber signs up for your email list, you can automatically send a welcome email that thanks them for joining, introduces your brand, and sets expectations for future emails.
- **Abandoned cart email:** If a subscriber adds items to their cart but does not complete the purchase, you can send an automated email reminding them of the items in their cart and encouraging them to complete the purchase.

- **Post-purchase email:** After a subscriber makes a purchase, you can send a follow-up email that thanks them for their purchase, provides shipping information, and suggests related products they may be interested in.
- **Re-engagement email:** If a subscriber has not engaged with your emails in a while, you can send an automated email to re-engage them with your brand, offering a discount or exclusive content to encourage them to stay subscribed.
- **Birthday or anniversary email:** You can send automated emails to subscribers on their birthdays or anniversary of subscribing to your email list, providing a personalized message and special offer to celebrate the occasion.
- **Win-back email:** If a subscriber has not opened or clicked on your emails in a while, you can send an automated email offering an exclusive discount or promotion to encourage them to re-engage with your brand.

Step-By-Step Campaign Planning

1. Determine the target audience for the email campaign and create an excel spreadsheet of email addresses
2. Determine the platform to send out the email, for example, Outlook, Outreach.io, or Mailchimp and understand the limitations of each.
 - a. Outlook is best for a plain text email and 1:1 outreach for a small list.
 - b. Outreach.io is best for cold outreach. Also best for plain text emails.
 - c. Mailchimp, Constant Contact, Hubspot and similar services are best for warm outreach. They also allow for the ability of a fully designed HTML email with graphics.
3. Determine the “From” email address. Will it be from an individual person or a generic email like “support@xyx.com”?
4. Create a draft of the email copy, subject line, and graphics, if applicable. Don’t focus your copy on how great your product or service is. Instead, focus on how the reader will benefit from doing business with you or attending your event. Be sure to include a call-to-action link or button that clearly states the next step for the reader.
5. Determine the date and time of the email send. Check if there’s existing data on which email send dates/time result in the best engagement with this audience. If no data exists, research the best email send dates and times for your industry and the type of email you are sending.
6. Ensure that there are no other emails going out to this audience at the same time from other departments of the same company.
7. Send yourself a test email to make sure links are working, there’s no grammar and spelling errors, and email is rendering properly.
8. Schedule email and send
9. Wait 2-3 days to check the results of the campaign. Look at stats such as open rate, unsubscribes, click and click-through-rates and compare to past campaign or industry benchmarks
10. If you did not get the results you were hoping for, consider resending the campaign with a new subject line to those who did not open your initial email.