

Strategies for Inbox Success

How to boost email deliverability

Email deliverability plays a crucial role in the success of your email marketing campaigns. It directly impacts whether your emails reach the intended audience's inboxes or get lost in the dreaded spam folder.

Here are some ways to enhance your email deliverability and ensure your messages reach the right audience.

Collect quality contacts

Focus on building your list organically through lead-generation campaigns and opt-in forms on your website. Offer an incentive, like a special offer or valuable content, to encourage people to subscribe. Avoid purchasing email lists, as they often contain low-quality or outdated contacts.

Get consent

Always obtain explicit consent from your subscribers before sending them marketing emails. Implied permission may come from existing business relationships, while express permission requires specific opt-ins. Prioritize express consent to ensure higher engagement and deliverability rates.

Comply with anti-spam laws

Get familiar with email marketing regulations, like the CAN-SPAM Act in the US, the General Data Protection Regulation (GDPR) in the EU, and Canada's Anti-Spam Law (CASL), and adhere to their guidelines to avoid issues. Pay attention to spam complaints your email provider receives and take necessary actions quickly.

Set clear expectations

Automatically send a welcome email to new subscribers that introduces your brand and sets expectations. Be transparent and concise about the type and frequency of emails they will receive. Setting clear expectations at the signup or welcome phase reduces the likelihood of spam complaints and ensures engaged subscribers.

Embrace unsubscribes

Make the unsubscribe process simple and visible in your emails. Although losing subscribers might seem bad, allowing easy opt-outs ensures compliance, reduces the likelihood of someone marking your email as spam, and increases the overall quality of your recipient list.

Understand and manage bounces

Monitor bounce rates and differentiate between hard bounces (permanent delivery failures) and soft bounces (temporary issues). Hard bounces can negatively affect deliverability, so immediately remove them. Regularly clean your list to remove invalid or inactive email addresses to maintain a healthy reputation.

Create engaging content

Craft compelling and relevant content that resonates with your audience. Personalize content based on subscribers' preferences and past interactions to enhance engagement. Engaged readers are more likely to engage with your emails by clicking on your call to actions, improving your sender reputation and boosting deliverability.

Encourage replies

Encourage recipients to reply to your emails, as this is a simple, non-clicking action you can ask of your subscribers to help improve engagement and your rank with your ESP (email service provider). For example, you could ask subscribers to submit feedback when rolling out new content by replying to your email.

Re-engage inactive contacts

Win back inactive subscribers with reengagement campaigns. Send an email specifically to inactive subscribers as a way to motivate them to engage with your emails. Offer special deals or exclusive content to reignite their interest.

Utilize segmentation

Segment your email list based on demographics, preferences, or behavior. By sending targeted and personalized content, you increase the likelihood of higher open and click-through rates.

If your emails end up in the spam folder, addressing the issue as soon as possible is important. Here are a few things you can do to solve the issue.

What to do if you wind up in the spam folder

Review your content for spammy elements such as spam-triggering words (e.g., FWD, \$\$\$, etc.) and excessive capitalization.

Check if your IP address has been blocklisted by an ISP (inbox service provider).

Encourage your subscribers at the point of signup to add your sending email address to their contacts.

Adjust your sending frequency and monitor engagement metrics to improve deliverability gradually.

Email deliverability best practices

1

Regularly clean your email list to remove inactive and unengaged subscribers.

5

Avoid excessive use of promotional language, capitalization, or images.

2

Optimize your emails for mobile devices or use a template that is already mobile-optimized.

6

Maintain a consistent sending schedule, but avoid excessive frequency.

3

Use Sender Policy Framework, DomainKeys Identified Mail, and Domain-based Message Authentication Reporting and Conformance to verify your sender identity and reduce spoofing.

7

Regularly monitor email analytics to track deliverability, open rates, and click-through rates.

4

Test your emails across various email clients to ensure they display correctly for all subscribers.

8

Work with a reliable ESP (email service provider) that prioritizes deliverability and provides valuable guidance.

Email deliverability is an ongoing priority. Regularly employing these strategies can help you enhance your deliverability, maintain a healthy sender reputation, increase engagement, and build lasting relationships with your audience.

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