



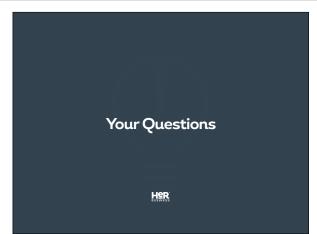


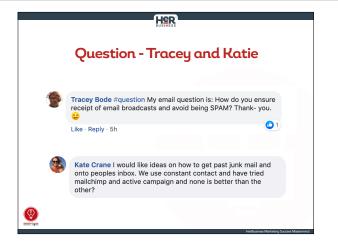
What's Coming Up

- · "What I feel like saying"
- Your questions about EMAIL
- What's Next and 30-day Project Focus











Email Delivery & Deliverability

- Not the same thing
- Email Delivery = was the message able to be delivered?
- ie did the ISP accept it (even though it may have been delivered to junk mail)? OR did it bounce?
- Email Deliverability = the percentage of emails that made it to the subscribers' inbox



Her

Email Deliverability

- Identification = are you who you say you are? Authentication / Techy Stuff the subscriber's ISP does
- Reputation = score assigned to your DOMAIN which helps the ISP decide what it will do with your messages.
- Content = what you put in your emails and subject lines spammy-ness, relevance.



HeR

Email Deliverability

- Identification = are you who you say you are?
 Authentication / Techy Stuff the subscriber's ISP does
- Sender Policy Framework SPF (like sending something in the post certified mail with a verified return address)
- DomainKeys Identified Mail DKIM (like a wax seal on a letter with a unique signature - shows authenticity of the sender)
- Domain Message Authentication Reporting and Conformance - DMARC (like the courier that makes sure SPF and DKIM are true before delivering)





Email Deliverability

₫Infusionsoft

Q: Which email providers are embracing DMARC policies?

A: Yahoo, ACIL, Google, and Microsoft are among the email providers who will use these policies. This means that any email that ends in Gyahoo, @aO, (gymall, @outlook, @hotmail, @msn, or @live will no longer be delivered if it is in

A: No, this is across the industry. If you do your email marketing with any email marketing provider and send your emails from one of the impacted domains, your email will not be delivered.

Q: My Infusionsoft 'from' email is one of these, what should I do?

A: We advise any small business owner to have a private domain email (le - myname@mycompany.com, info@mycompany.com, etc.) If you have a website, you want have access to a private domain through your hosting package. If you aren't sure, please call your website host and ask for help getting a branded domain email.





Email Deliverability

- Reputation = score assigned to your DOMAIN which helps the ISP decide what it will do with your messages.
- Things that will hurt your Reputation
- Sender Reputation
- Repeated sends to Hard Bounces (get rid of them asap)
- · High Bounce Rate (Hard and Soft Bounces mailbox full, OOO)
- SPAM Complaint Rates
- · Sends to "Spam Traps"
- Double Optin
- Low Open Rates (deliverability determined on a personalised basis)
- Sudden leaps in send quantity (need consistent volume)
- · Domains on Blacklist
- Bad links / Shortened URLs



Email Deliverability

- Reputation = score assigned to your DOMAIN which helps the ISP decide what it will do with your messages.
- Things that will hurt your Reputation
- Server / IP Reputation
- · IFS, ActiveCampaign etc
- · Dedicated or Shared IP but not warranted for small lists





Email Deliverability

- Content = what you put in your emails and subject lines spammy-ness, relevance. Deliverability now determined on a personalised basis
- Subject lines -
- Avoid ALL CAPS
- Use weird punctuation sparingly
- · Ensure subject matches content of email
- "Re" and "FWD" misleading (and other misleading tactics like "urgent" if not)



HER

Email Deliverability

- Content = what you put in your emails and subject lines spammy-ness, relevance.
- Image / Text Ratio -
- Avoid ONE BIG IMAGE
- Avoid too many images and not much text
- Test NO IMAGES (or sparing use)
- Links -
- Using URL shorteners
- Not using Hyperlinks (no "naked links")
- Not more than 2 links if you can help it 80% of the time



Email Deliverability

- Content = what you put in your emails and subject lines spammy-ness, relevance.
- Design
- Consistency
- Mobile friendly
- Plain text and HTML
- Easy and clear unsubscribe link
- Segmentation avoid "blanket" sends
- Test Long vs Short content (short winning at the moment)
- Relevant content people want to open and not complain





Question - Nadia



Nadia MacLeod I would like to now about list hygiene. If you recall we did a -re-engagement campaign a year ago and we've been sending emails every month but we haven't been doing anything with the bounces and people who are un-engaged again. I've had someone do the analysis on it and am happy to provide stats if you need it.



Her

List Hygiene

- Deliverability Highly Relevant to Hygiene (and vice versa)
- Remove inactive subscribers (not opened or clicked in last 6 months is pretty standard)
- Remove Hard Bounces
- Don't keep sending to Soft Bounces
- Segment, Segment, Segment
- Email verification services for inactive lists before sending
- Consider a second ESP for less pristine record



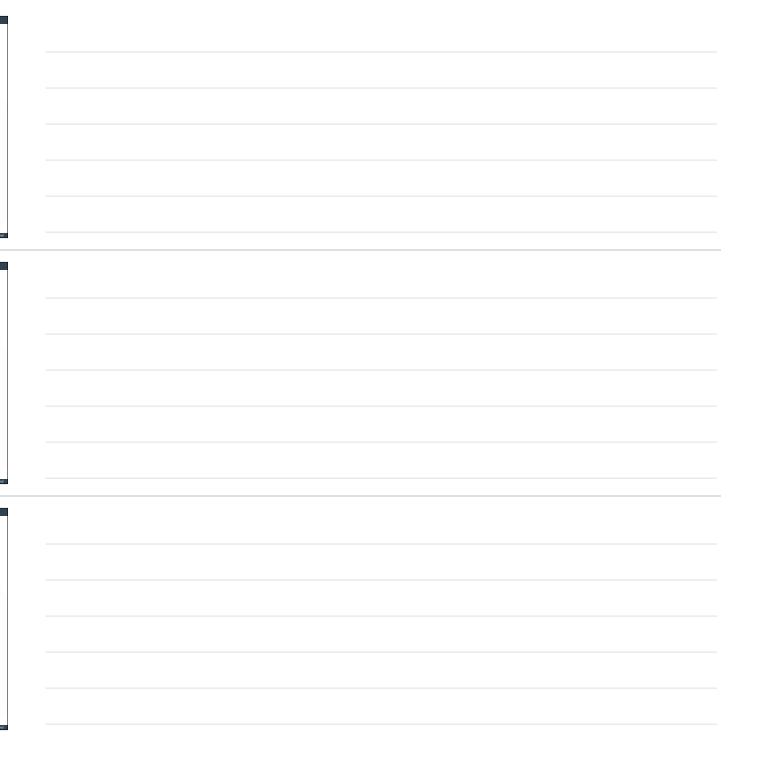
цег

Question - Katie



Kate Crane Also I notice that alot of you use infusionsoft. Any reason for this? We use constant conatct because it marries w our booking system but we are changing systems so could change to infusionsoft if there are benefits •







Question - Tracey



Tracey Bode MonkeyPod mailout just announced this feature: Liquid Email Content for Infusionsoft. This sounds interesting. Would love to know more about using this. https://www.monkeypodmarketing.com/conditional-email.../...



MONKEYPODMARKETING.COM

Liquid Content is Coming - Monkeypod Marketing



HER

Stats To Track

- Open rate (number of people who opened your email as a % of total sent)
- Click rate (number of people who clicked your email as a % of total opened)
- Conversion rate (number of people who took the next step as a % of those who clicked)
- Unsubscribed (number of people who opted out of your list as a % of those sent)
- SPAM (number of people who flagged your message as SPAM as a % of those sent)



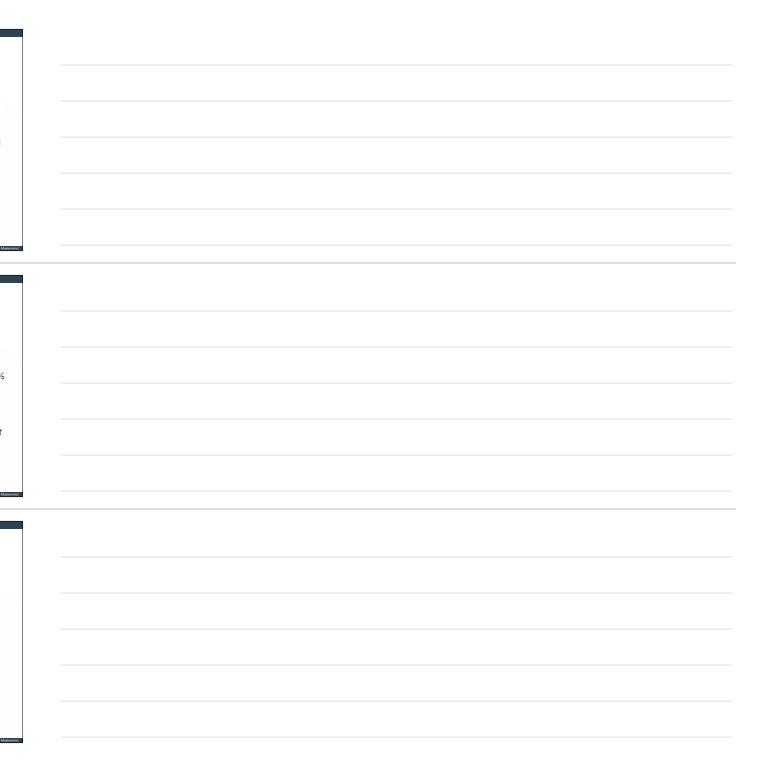
HER

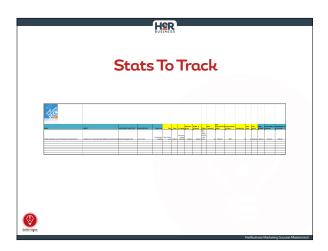
Stats To Track

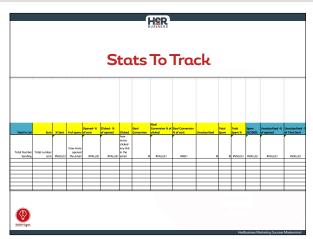
- Open rate 10 30% **
- Click rate 5 30% **
- Conversion rate 30 80% (free optin),
- 2- 20% (paid) **
- Unsubscribed < 1% (below 1/100)
- SPAM < .01% (below 1/1000)

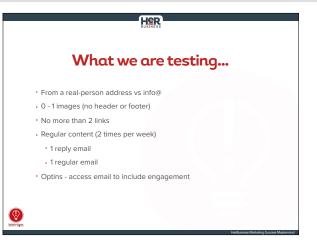


** CAVEAT - MANY VARIABLES :)









What's Next? • Weekly Checkin - Friday at 10.00am AEST • Q&A - 23 October • Planning Day and 2-Day Workshop - 27, 28 & 29 November • TBC - Meetup in Sydney on 27 November



