






Marketing Success
MASTERMIND





Marketing Success
MASTERMIND

Q&A Session
25 September 2019




What's Coming Up


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



HerBusiness Marketing Success Mastermind





“What I feel like saying...”




HerBusiness Marketing Success Mastermind

Your Questions






Question - Tracey and Katie



Tracey Bode #question My email question is: How do you ensure receipt of email broadcasts and avoid being SPAM? Thank- you.
👍

Like · Reply · 5h



Kate Crane I would like ideas on how to get past junk mail and onto peoples inbox. We use constant contact and have tried mailchimp and active campaign and none is better than the other?

HerBusiness Marketing Success Mastermind

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



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.




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)



HER
BUSINESS

Email Deliverability



Q: Which email providers are embracing DMARC policies?


A: Yahoo, AOL, Google, and Microsoft are among the email providers who will use these policies. This means that any email that ends in @yahoo, @aol, @gmail, @outlook, @hotmail, @msn, or @live will no longer be delivered if it is in your Infusionsoft 'From' address.

Q: Is this just an Infusionsoft problem?

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 (ie - myname@mycompany.com, info@mycompany.com, etc.) If you have a website, you may 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.




HerBusiness Marketing Success Mastermind

HER
BUSINESS

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




HerBusiness Marketing Success Mastermind

HER
BUSINESS

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



HerBusiness Marketing Success Mastermind

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)



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




HER
BUSINESS

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.



Infusionsoft

HerBusiness Marketing Success Mastermind

HER
BUSINESS

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


Infusionsoft


HerBusiness Marketing Success Mastermind

HER
BUSINESS

Question - Katie



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


Infusionsoft

HerBusiness Marketing Success Mastermind

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.../...](https://www.monkeypodmarketing.com/conditional-email.../)

MONKEYPODMARKETING.COM
Liquid Content is Coming - Monkeypod Marketing

HerBusiness Marketing Success Mastermind

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*)

HerBusiness Marketing Success Mastermind

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 :)

HerBusiness Marketing Success Mastermind

Stats To Track

[illegible]

Stats To Track

[illegible]

What we are testing...

- From a real-person address vs info@
- 0 - 1 images (no header or footer)
- No more than 2 links
- Regular content (2 times per week)
 - 1 reply email
 - 1 regular email
- Optins - access email to include engagement

HER
BUSINESS

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


HER Business

HerBusiness Marketing Success Mastermind

HER
BUSINESS

“What I feel like saying...”


HER Business

HerBusiness Marketing Success Mastermind

HER
BUSINESS

Thank You


Suzi Dafnis
HerBusiness


Michelle Falzon
We Are Content


HER Business

HerBusiness Marketing Success Mastermind
