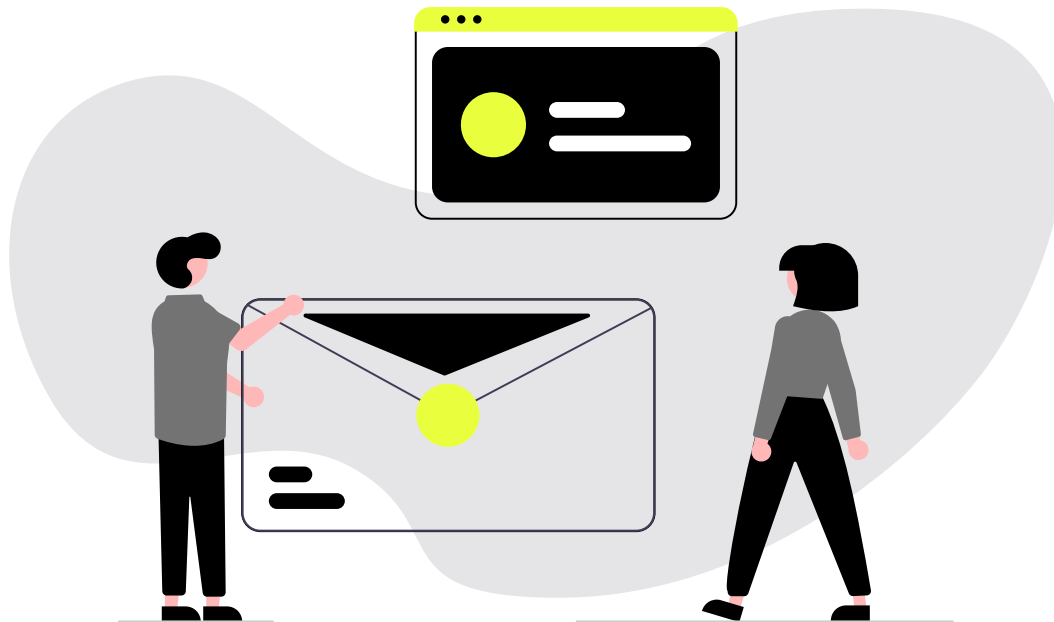




**STRIKEPOINT MEDIA PRESENTS:**

# **THE ULTIMATE GUIDE TO EMAIL DELIVERABILITY**





# 01.

## ***INTRODUCTION***

Email Marketing yields an average 4,200% ROI. When done correctly, every \$1 invested into email can bring in \$42. However, when done the wrong way, you could end up losing customers, find your way to spam folders, and cost your business countless revenue dollars.

**That's why email marketing is so important to your business.**

Regardless of your industry or niche, this guide on how to improve email deliverability will help you get the most out of your email marketing by providing step-by-step insights and best practices that you can implement today.



## HOW TO USE EMAIL MARKETING TO GROW YOUR BUSINESS

According to Statista, there were **3.9 billion active email users** across the planet. That's half the world's population! And those email users received 293.6 billion emails every day -- more than 73 emails per user on a daily basis. To stand out in a crowded inbox, make sure you invest time and energy (not just dollars) into your email marketing.

For many business owners and marketers, the single biggest mistake you can make is to send out spammy promotion after spammy promotion without a plan. Email marketing is arguably the #1 revenue generator for any business, but it's far more than that.

### You can use email marketing to:

- Welcome new prospects
- Revitalize inactive leads
- Engage readers to create stronger relationships
- Distribute new content organically
- Create new customers and sell to existing ones
- Launch new offers (your own or as an affiliate)

*And a whole lot more...*

But you can't do any of that if your deliverability is low. That's why a plan is crucial to your success. Your plan should include:

## **LIST AUTOMATION**

Automation is critical to email marketing success. When a lead comes into your list, **automation helps you send the right message at the right time**. But if you don't have a clear plan for automation, your emails can be confusing and even overwhelming for leads. Done correctly, list automations let you turn your email list into an income generating machine by sending automated sequences triggered by specific actions to segmented audiences.

## **LIST SEGMENTATION**

Your plan for list segmentation is important to **improving your email deliverability**. By aligning subscriber interests with the content and promotions you send to each segment, you are far more likely to see higher open rates, click throughs, and conversions, which means more revenue and growth for your business.

## **LIST ENGAGEMENT**

List engagement is the key to successful email marketing. **The more engagement you see from your list, the higher your deliverability**. Too many businesses focus on sales instead of engagement, leading to lower open rates and higher unsubscribes. With a plan for engaging your list through content, you can condition leads to open your emails -- including promotions that convert the leads to customers and generate revenue.

## **LIST REPORTING**

Having a plan for reporting is how we know what's working. **Proper reporting helps us establish and monitor list health**, letting us know what to optimize so that we continue to get the most out of our email lists. Make sure you're tracking KPIs and constantly monitoring your list's health to keep deliverability as high as possible.



## ***LIST AUTOMATION: START OFF ON THE RIGHT FOOT***

Automations are an automatic action triggered by an event, such as a new lead signing up for your newsletter or a lead magnet. You should have automations ready for new leads who come onto your list based on where the lead is coming from, with a dedicated email series automatically going out to the new lead as soon as they opt into your list. What many people do wrong here is fail to realize that this is an opportunity to immediately build a strong relationship by getting your new subscriber to know, like, and trust you. It all starts with your first email.

### **YOUR FIRST EMAIL**

MailChimp, an email marketing platform, reports the **average email open rate to be about 21%**. However, welcome emails get significantly higher open rates. GetResponse, another email marketing platform, lists the average open rate for a welcome email at an astounding **82% for new subscribers!**

That huge difference highlights why your first email is critical.

If done right, your new lead should anticipate your email, open that email, and look forward to future emails. However, if they don't open your first email, the chances of opening the second email go way down. Put time into your first email to make sure you don't end up in the dreaded junk folder.

**To do that, test multiple variants of subject lines for opens, as well as CTA links if you're going for clicks.**

This includes using different senders (for example: Jeremy Blossom, Jeremy from Strikepoint, The Strikepoint Team, etc.) to add variety to your campaigns (This is especially helpful if you need to take a little break from sending and rewarm the domain).

Also, don't just test different subject lines if you're sending high volume. Test fresh copy, design and code - especially if you are using different domains.

Inside the welcome email, give them whatever lead magnet brought them to your list, introduce yourself, and set expectations for your new reader.

Tell them what's coming next, but **don't pitch**. You can include an offer, but keep in mind that if you're overly aggressive in your pitch, you may lose the reader's interest. Keep this email short and punchy. If there are details they need to know, let them know that will come in an additional email if necessary. The goal here is to condition them to be on the lookout for your next email.

## **TIMING IS EVERYTHING**

One of the easiest ways to lose trust is by overwhelming your leads with emails that either come too fast and flood their inbox or simply don't apply to them.

To avoid that issue, set up your automations so that actions dictate the next send. If a lead becomes a buyer, they should be removed from the promotion sequence automatically. This sounds simple, but is often overlooked.

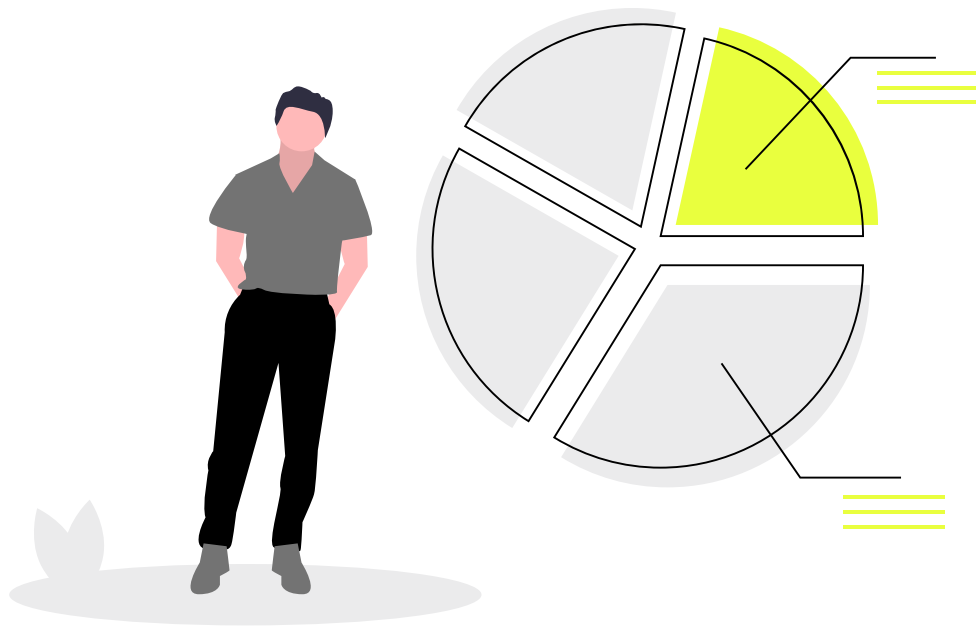
We'll cover broadcasts and sending schedules in the engagement section of this post, but for new leads, you should send no more than two to three emails per day initially, which can be a combination of offers and promotions. Remember, while you don't want to flood their inbox, it's okay to send numerous emails that reiterate the same message or offer because they won't open every email.

Initially, you should focus on having the first ten days of emails mapped out and loaded into your email automations. **The goal here is to:**

- Introduce yourself
- Build credibility
- Build trust
- Build a relationship

And of course, **create a new customer.**

Don't be afraid to give away value and freebies as a way to do all the above. If your leads really connect with the free content, they'll be lining up to open your emails -- which boosts your deliverability -- and will be far more likely to take advantage of your offer.



## **04. LIST SEGMENTATION: ONE LIST, MULTIPLE REVENUE STREAMS**

Another mistake many businesses make is to have one list with no segmentation, meaning that everyone gets the exact same emails and promotions at the exact same time. Doing so costs your business money.

**The biggest segmentation for you list is whether the leads are active or inactive.** Sending to inactive leads just drags down your email deliverability, so you want to segment those to the side. Beyond that, your list should be segmented by actions and interests.

Segment your lists with tags, a labeling system built into all email marketing platforms to help you specify who you're sending your emails to. Anyone who bought a product or membership from you should be tagged with a label for the product or offer they took. By doing so, you can continue to send them topic-specific emails that are more likely to appeal to them but not the rest of your list.

Think of Amazon's "recommended for you" feature. They make recommendations based on your purchase and browsing history. A member who purchases power tools and carpentry equipment is likely



The same holds true if you are a financial publisher. Certain segments of your list may be rabid for Bitcoin and cryptocurrencies but don't know the first thing about stocks, futures, or options. You can send them an introductory offer for those topics, and if they click on the links within the email add another tag for that action. But if they're not interested in those topics, avoid sending them emails focused specifically on that subject.

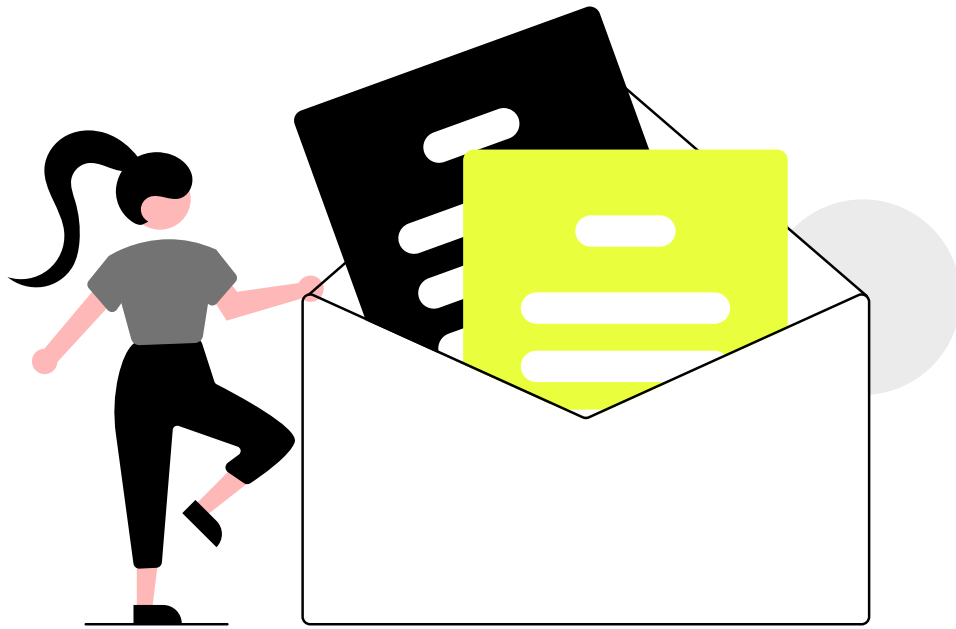
This is especially important if you run online events such as webinars or workshops. Attendees would receive a different followup series than non-attendees. Anyone who didn't register at all could get an even different series. And anyone who purchased while on the webinar can get a dedicated upsell series. But none of this is possible without list segmentation.

**Other tags can include:**

- Source of the lead
- Geographic location
- Engagement
- Past purchases
- Amount spent
- Website behavior
- Survey or quiz results
- Current place within your funnels

*And many, many others...*

**The more granular and specific your list segmentation, the more granular and specific your offers can be.** Which means that your emails are far more likely to see higher opens and improve your email deliverability, and your offers are far more likely to convert since you're talking to qualified prospects who have expressed interest in what you have to say.



## **LIST ENGAGEMENT: CREATE FANS, CREATE SALES**

MailChimp states the **average click through rate (CTR) for all industries is 2.62%**. However, in the same analysis, click rates for lifestyle industries that people feel more engaged with were significantly higher. For example:

- Poker and betting sends saw a **3.3% CTR**
- Video game emails got a **3.66% CTR**
- Government related got a **3.99% CTR**
- Media and publishing emails saw a **4.62% CTR**

And emails related to hobbies saw an astounding 5.01% CTR!

The lesson here is that if people are legitimately interested in the information, they are more likely to click to the next page. So give them information they are interested in rather than trying to sell them in every email!

If you create new content about topics that genuinely appeal to your audience and send them the material in regular emails, your audience will want to open them. Which means readers will be conditioned to open promotional emails, as well.

### What does this content look like?

- Daily newsletters
- Weekly spotlights
- Monthly reports
- Videos
- Blog posts
- Personal correspondence
- A sale or discount
- New product launches
- Tips and tricks that will improve my life
- Insider information about a product or industry the audience is interested in

And whatever else you can think up...

The important thing is to send regularly, and send to active people who will open the emails first. To help you get going, the following is a warm up schedule for starting/transferring lists that Here's Strikepoint Media uses for our own internal properties. You can copy and paste into your own email marketing to improve your deliverability and results.

## SEGMENTING EMAIL **SENDING** SCHEDULE

| <i>Opened and/or clicked last...</i> | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|--------------------------------------|-----|-----|-----|-----|-----|-----|-----|
| <b>15 days</b>                       | ✓   | ✓   | ✓   | ✓   | ✓   | ✓   | ✓   |
| <b>16-30 days</b>                    |     | ✓   | ✓   | ✓   | ✓   | ✓   |     |
| <b>31-45 days</b>                    |     |     | ✓   | ✓   | ✓   |     |     |
| <b>46-60 days</b>                    |     |     |     | ✓   |     |     |     |
| <b>60-90 days</b>                    |     |     |     |     |     |     |     |

This chart shows when (and who) to send emails to. Go with your engaged segments first, then slowly send to your unengaged lists over time.

For your super unengaged leads who haven't opened the last 5 emails, send every 3 months. If a subscriber hasn't ever opened an email (or is just inactive) and is 90+ days old, this is toxic. Segment that list to the side, send them a re-engagement series to try and get them to open, then remove them altogether if you don't get any result.

## IMPLEMENTATION

# EMAIL WARMUP SCHEDULE

|                                                |                                                |                                                |                                                  |                                                  |
|------------------------------------------------|------------------------------------------------|------------------------------------------------|--------------------------------------------------|--------------------------------------------------|
| <b>Day 1</b><br>+50<br>Mail to 50              | <b>Day 2</b><br>+25<br>Mail to 75              | <b>Day 3</b><br>+38<br>Mail to 113             | <b>Day 4</b><br>+56<br>Mail to 169               | <b>Day 5</b><br>+84<br>Mail to 253               |
| <b>Day 6</b><br>+127<br>Mail to 380            | <b>Day 7</b><br>+190<br>Mail to 570            | <b>Day 8</b><br>+285<br>Mail to 854            | <b>Day 9</b><br>+427<br>Mail to 1,281            | <b>Day 10</b><br>+641<br>Mail to 1,922           |
| <b>Day 11</b><br>+961<br>Mail to 2,883         | <b>Day 12</b><br>+1,442<br>Mail to 4,325       | <b>Day 13</b><br>+2,162<br>Mail to 6,487       | <b>Day 14</b><br>+3,244<br>Mail to 9,731         | <b>Day 15</b><br>+4,865<br>Mail to 14,596        |
| <b>Day 16</b><br>+7,298<br>Mail to 21,895      | <b>Day 17</b><br>+10,947<br>Mail to 32,842     | <b>Day 18</b><br>+16,421<br>Mail to 49,263     | <b>Day 19</b><br>+24,632<br>Mail to 73,895       | <b>Day 20</b><br>+36,947<br>Mail to 110,842      |
| <b>Day 21</b><br>+55,421<br>Mail to 166,263    | <b>Day 22</b><br>+83,131<br>Mail to 249,394    | <b>Day 23</b><br>+124,697<br>Mail to 374,091   | <b>Day 24</b><br>+187,046<br>Mail to 561,137     | <b>Day 25</b><br>+280,569<br>Mail to 841,706     |
| <b>Day 26</b><br>+420,853<br>Mail to 1,262,558 | <b>Day 27</b><br>+631,279<br>Mail to 1,893,838 | <b>Day 28</b><br>+946,919<br>Mail to 2,840,756 | <b>Day 29</b><br>+1,420,378<br>Mail to 4,261,135 | <b>Day 30</b><br>+2,130,567<br>Mail to 6,391,702 |

List size is nice and all, but list health is so much more important. Don't hold onto dead leads just to make your list seem bigger. They'll just end up dragging down your results.

And monitoring those results is how you continue to improve your email deliverability.



## **LIST REPORTING: MONETIZE YOUR METRICS**

Without actively monitoring metrics and results, it's impossible to know if your emails are converting or not. You can't gauge success or failure, which means your list could be losing a small fortune on failed campaigns and you wouldn't even know it. Or you could be leaving money on the table by not optimizing campaigns which are working! Proper reporting helps us establish and monitor list health to get the most out of our email lists.

### **SETTING UP YOUR METRICS (THE RIGHT WAY)**

Strikepoint Media produces some of the top performing ads and marketing assets in the industry, but none of that matters if we can't tell what works and what doesn't.

#### **That's why metrics are so important.**

Metrics and KPIs are the data points that determine whether your campaign was profitable or a dud. When running ads, we look at CPC, CPL, and CPA among others. But email marketing revolves around

## OPEN RATE

**Open rate (OR) is the percentage of your list who opens each email.** You can find this number by dividing how many people open each email divided by the total number of people you send to. Then multiply that number by 100 and that's your open rate. Just about every email marketing platform should do the math for you automatically, but it always helps to know what that number means.

That's important because open rates show how engaged your list is. The higher your open rate, the more engaged your list is -- or you have a strong subject line. But if your open rates are consistent, that shows a familiarity and affinity for your brand. Conversely, low open rates are a sign of trouble if your list stops opening your emails altogether.

Open rates are a great comparative indicator to gauge an email's performance and optimize your sends. To improve open rates, split test headlines, focus on relevant content and topics, and experiment with timing to discover any sweet spots for your list.

## CLICKTHROUGH RATE

**Clickthrough rate (CTR) is the percentage of readers who click a link within your email.** It's calculated by dividing the number of people who click on links within your email by the total number of sends, then multiplied by 100. Keep in mind, this is about the number of recipients, not the number of clicks. If someone clicks a link 5 times, that is still counted just once towards your CTR.

Clickthrough rate is so important to monitor because it's proof that your email is relevant to their interests and that your offer or message is compelling. Your open rates could be the result of a catchy headline, but CTR proves the effectiveness of an email. The higher the CTR, the higher your email deliverability will be.

To improve your CTR, make sure to optimize your emails for mobile, experiment with buttons versus links for your call to action (CTA), and be clear in your messaging.

## BOUNCE RATE

**Bounce rate measures how many email addresses did not receive your send.** These can be either soft bounces, which indicate temporary problems, or hard bounces, which tracks permanent problems with a subscriber.

Comparing your bounce rate versus your open rate should give you a better understanding of the

quality of your lists. A high bounce rate can be a big red flag for email marketing platforms because it means you likely have a list full of fake, old, or mistaken email addresses -- any of which can hurt your email deliverability. One way to lower bounce rates is to verify email addresses by requiring a double opt-in for new leads.

## UNSUBSCRIBES

**Measuring how many readers unsubscribe from your emails tells you how engaging or relevant your content is to your readers.** If you see a large spike in unsubscribes, that's an indication your campaign is not hitting the mark. But unsubscribes are not always a bad thing. You could be fine tuning your list and keeping your most engaged readers active.

Make sure you have a clear unsubscribe option in your emails to avoid spam complaints, and if your ESP allows for it, direct readers to an unsubscribe page that offers them options to minimize the frequency of emails rather than opting out altogether.

## SPAM COMPLAINTS

Spam complaints are to be avoided if at all possible. Being flagged as junk hurts your deliverability more than any other factor. Email service providers track spam complaints to ensure that senders are only passing along quality content.

If you receive a certain number of complaints (more than 1% for most ESPs) your account can be blocked, or you automatically end up in the spam folder. Neither option is good for your deliverability -- or business.

If you're seeing a high number of complaints, make sure that you're avoiding certain mistakes that are likely to get flagged by the ESPs, such as:

- Using flagged words throughout an email
- Including gibberish in your send
- Using all caps in your subject line
- Using too many symbols in your subject line

And a long list of other red flags...

Monitor your spam scores closely to improve email deliverability. While there are many more metrics that can affect your email deliverability, this list can help you immediately improve your results.

If you need help with your email marketing campaigns, [contact our team](#) to improve your results today.





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