5 Ways to Ensure your Emails are Getting Through...

GrowthZone
smarter association software

Why don't my emails reach my members?

There is no ONE single answer to this question

But maintaining your Sender Reputation will help…

What is Sender Reputation?

Email Sender Reputation:

- Sender reputation refers to the reputation of your email sending IP address that signals to email inbox providers whether or not you're a spammer

Why you should do everything in your power to maintain your sender reputation:

- You don't want to damage the reputation of your email service provider
- You don't want to damage the reputation of every sender sharing your IP address
- You want subscribers to see your content

The Good News… You control many of factors behind your sender reputation…

What you can control

1. Include Quality Content in your Emails

2. Improve Recipient Open Rates

3. Maintain your Groups Lists

4. Target Your Emails

5. Regularly Clean Up Your Email Lists

1...Include Quality Content in Your Email

Stay away from words you'd see in SPAM

Check or Money order

Click Here

Congratulations!

Free or Toll Free

Amazing

Promise You

You're a Winner

Great Offer

For just $9.99

This is Not Spam

Dear Friend

Guarantee

Free!!!!!!

1…Include Quality Content in Your Email

Do NOT use ALL CAPS

Do NOT use lots of obscure fonts

Do NOT use lots of colored fonts

Do NOT use more than one exclamation point at a time!!!

Do NOT include attachments

Do NOT include one single image (and no text) in your email

Do NOT misspell

2… Ensure recipients will open your emails

Bad Signals

- **Move to junk** – If people move your email to the Junk folder, this is considered a very strong, negative signal that your emails aren't worthy of the inbox

- **Delete without open** – If your recipients take a quick glance at the sender and subject and then delete your email, this is seen as a negative signal

2... Ensure recipients will open your emails

Spam Filtering looks at how many emails are opened, and how many are deleted without opening

Low open rates are a clear signal to ISPs that your recipients are not engaged with you or your content and this lack of engagement is a factor in the delivery of future emails and can even lead to you being blocked

2... Ensure recipients will open your emails

- Your emails should feature an instantly-recognizable, consistent header image. Over time, your header image will be associated with the high-quality information you share

- Make sure that the branding is memorable, and matches the branding on your website. This includes any images, colors, typography, etc.

- Make sure the "from" line is from a name they will recognize

- Make sure the subject line is inviting – brief and to the point, this is your one brief opportunity to get someone to open your email.

- Monitor your email sending frequency - determine the best day of the week and time of day to send your emails (review your Email Status Summary to see what time people are consistently opening)

3…Maintain Your Groups Lists

- Verify your group participation overtime and ensure that the participants are still engaged with your organization, if they are not, yet still receiving your emails, they may simply be deleting them without opening and impacting your sender reputation

- These days, people are likely to mark your email as spam for not removing them from your list quickly enough or for sending too many irrelevant emails

- Review your Unsubscribed Reports to view who is un-subscribing and try to determine why, do NOT resubscribe

- Ensure that the contacts on your lists are receiving what they signed up for. Don't use your eNewsletter list to request volunteers…

4…Target Your Emails

Use smaller groupings of recipients, and personalize your communications

- As opposed to send to all – use sub-groupings
    - For Example: If you wish to send out the "Update Your Directory Listing" email to all of your members… rather than sending to all, you can "target" specific categories and personalize the message based on the category you are sending
- Use Merge Field options to personalize by first name or company name, rather than saying "Dear Member"

5...Regularly Clean Up your Email Lists

- The act of repeatedly sending to invalid addresses reduces your 'sender rating' which may cause ISPs to block your email from reaching your recipients.

- Use the eMail Status Summary Report to review the emails you have sent

anywhere@anywhere.com	11/26/2018 02:50pm	Technical: Other Receiver Error			0
marion@mailinator.com	11/26/2018 02:50pm	Hard Bounce: Unknown User			0
cheri.petterson@growthzone.com	11/26/2018 02:50pm	11/26/2018 08:50pm			0
holly@mailinator.com	11/26/2018 02:50pm	11/26/2018 08:50pm			0
lucas@bomb.com	11/26/2018 02:50pm	Technical: Network Error			0
me@fakeemail.com	11/26/2018 02:50pm	Technical: Network Error			0
lobster@mailinator.com	11/26/2018 02:50pm	11/26/2018 08:50pm			0
gabriella@pandahouse.com	11/26/2018 02:50pm	11/26/2018 08:50pm			0
youfoundme@dorrie.com	11/26/2018 02:50pm	Hard Bounce: Unknown User			0
prettyroses72@gmail.com	11/26/2018 02:50pm	Hard Bounce: Unknown User			0
jkhkdf@yahoo.com	11/26/2018 02:50pm	Hard Bounce: Unknown User			0
Party@yourhouse.com	11/26/2018 02:50pm	Hard Bounce: Unknown User			0
sandyridge@vacation.com	11/26/2018 02:50pm	Hard Bounce: Unknown User			0

5… Regularly Clean Up your Email Lists

Bounces, especially hard ones, are actually damaging your sender reputation

- A ***soft bounce*** means that the email address was valid and the email message reached the recipient's mail server:

  - The mailbox was full (the user is over their quota)

  - The server was down

  - The message was too large for the recipient's inbox

- A ***hard bounce*** occurs when the message has been rejected out right:

  - The email address is invalid

  - The email addresses doesn't exist

When **Hard Bounce** failures occur, remove undeliverable addresses from your distribution lists as soon as possible to avoid negative repercussions with the ISPs

5…Regularly Clean Up your Email Lists

- Are you in an area where all members use the same ISP? Contact the ISP, if your emails are not reaching members, contact the ISP to be whitelisted. You can check if you have been "blacklisted" using the following link: http://mxtoolbox.com/blacklists.aspx You may see some of them to return a "timed out message" – This response is normal.

GrowthZone is helping in the effort..

At GrowthZone we understand that emails are a critical component of engaging with your members and communicating pertinent information to stakeholders - - a mission-critical element of your organization

If emails don't make it to key recipients, landing in their spam folder instead, your efforts can be wasted

Will Be Quarantined: 2						
Action	**Email**	**Quarantine Reason**	**Planned Quarantine Date**	**Mem ID**	**Member**	**Member Status**
Re-Check | Change	joe@joesmithconstruction.com	Invalid domain; the domain used doesn't exist	12/7/2017	32	Joe Smith Construction	Non-Member
Re-Check | Change | MarkAsGood	Mommabigfish@	Invalid email address; may contain invalid characters or is incomplete	12/7/2017	47	Big Fish Charters	Non-Member
3/25/2019 1:33:34 PM						

Coming Soon… New eMail Quarantine Process

Summary:

1. An Email warning of upcoming quarantine will be sent 30 days prior to quarantine to notify you that email(s) are to be quarantined. This email is sent to those staff members who have subscribed to the '''Invalid Email Address Notifications''' notification. The email contains action links to:
   - Re-check the email
   - Change Address
   - Mark As Good

2. A reminder email '''warning''' will be sent five days prior to the final quarantine of emails

3. One final email will be sent, on the day of the quarantine, indicating the emails have been quarantined

Coming Soon… New Email Quarantine Process

This will begin in waves beginning Late April/Early May

Be sure to watch your Email Notifications & Task List

Task List

4	Mbr Signups
0	Hot Deals
0	MarketSpace
0	News Releases
0	New Events
0	Job Postings
0	Pub. Requests
0	Reminders
0	Mbr Payments
0	Invoices
0	Web Leads
2	Invalid Emails

Coming Soon… New Email Quarantine Process

The following types of addresses would be considered invalid:

- Addresses where the syntax is incorrect (e.g. multiple @ symbols, extra space, etc.)
- The domain of the email address doesn't exist
- The address of the recipient no longer exists on the receiving server
- The MX record of the domain itself doesn't exist. These are all cases where the email would never make it through to anyone

Final Thought

If your emails are not reaching your members, your Sender Policy Framework (SPF) Record may be incomplete or missing

- Because of Spam, many ISP's have begun performing a type of SPAM check called a an "SPF lookup" to verify that the sending IP address of a mail server is authorized to send email from your domain.

- In plain language – the member's email provider is asking, "Is this email message coming from an authorized sender?" If the answer is "no" they will either reject it or filter it to your member's SPAM folder

Final Thought

The good news is that there is a fix for this – have the company who manages your Domain Name Server (usually your web hosting company) add ChamberMaster's email servers to your SPF Record(s)

Here are the instructions to provide to the company that manages your Domain Server:

ChamberMaster/MemberZone Setup SPF Record

GrowthZone Setting Up SPF Records

Thank You

GrowthZone
smarter association software