rezora

HOW TO / avoid the spam folder

1. Don't use bought lists
Unless, that is, you want to ruin your reputation as a sender. These lists will very often contain undeliverable email addresses that will tell email providers you're sending unsolicited messages, almost guaranteeing you a spot on the spam list. These are called "spam traps". The list of reasons to avoid bought lists could go on, but the point is simple. Don't. Buy. Lists.

2. Don't make the body of your email one large image
Spam filters can't read images – so to them, this is unidentifiable content. If you want to include an image, you should legitimize it using something spam filters can read, like text. A good rule of thumb? Try to include at least 2 lines of text for every 1 image your email contains.

3. Avoid "Spammy" language- especially in the subject line
"GET RICH NOW!!!!" "BEST DEAL EVER!!!" "~*$*~ ACT NOW FOR AN EXCLUSIVE OFFER! ~*$*~" …Don't even think about it.

4. Always provide the option to unsubscribe
To be compliant with CAN-SPAM laws, you must have a link in your email where a recipient can choose to unsubscribe from you. For example, in rezora, this is built into the footer of each template. Double check to make sure all the emails you're sending have an easily accessible "Unsubscribe" link.

5. Avoid embedding videos
Most email clients do not support videos, which is likely to land your email in the spam folder if it contains a video. A great work around is to include an image that appears to be the first frame of your video – that links to the video when clicked. See here.

6. Pay attention to your links
Make sure they're legitimate, and make sure they work by clocking on each of the links before you send out your email!

7. Get yourself whitelisted
If you're going to send a marketing email to a large group of recipients, you should be using an establish Email Marketing Service (rather than sending directly from your own email server). Furthermore, it's a great practice to ask your contacts to add your email address to their address book- which should allow you to easily pass into their inbox without getting stopped up by spam filters!

8. Analyze engagement
Many email tools provide you with analytics on your sent emails and your contact engagement. Don't send to stale contacts. If you see a contact hasn't clicked on a single email you've sent them within, let's say, 6 months- delete them from the list you're sending to and move on.

9. Don't copy and paste large amount of text/images
When you do this, characters that aren't readable by web clients are created wherever you you paste the content, and this raises a red flag to spam filters.

10. Don't be a stranger
Bottom line? Make sure you know who you're sending to. And more importantly, make sure they know who you are. Send a welcome email when you obtain their email address!

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