



10 Keys to Successful Email Campaigns (Email Best Practices)

- 10) Delivery Timing:** Pay attention to the time of day, days of the week, and frequency with which you send emails. There are a large number of theories regarding the best email delivery times, and they generally agree that Tuesday through Thursday is the best delivery window for B2B emails. Emails sent in the middle of the night are more likely to be suspected as spam by filters. It varies from business to business though so test sending campaigns on different days of the week and times of day to see what gets you the best results. Also, if you send out 1,000 emails a day for days, you will generally get better results than 10,000 emails all sent in one day.
- 9) Diversify and Customize:** Use a variety of subject lines and content in your campaigns. Recipients won't see your content if the subject line doesn't get them to open your email and different people will be attracted to different subject lines. By varying your messages you can better target niches within your general target audience and are more likely to get good responses. A more targeted email with customized content for a specific sub-group makes a message even more relevant to the recipient and will yield better results.
- 8) Follow up:** Follow up with responses from your email campaign the same day, not a few days later, or a week later. Make sure your campaign is set up to allow you or one of your people to react to responses the same day.
- 7) Avoid Being Seen as Spam:** There are millions of phrases that you can unknowing included in your email content which will increase your odds of being blocked as spam, but the general rule of thumb is: don't sound like a cheesy commercial and you are less likely to be perceived as one. More specific examples include: Don't put lots of text in ALL CAPS, and don't use words like "free" or "discount" frequently (and never in the subject line). There are many services that will tell you how likely your email is to be blocked as spam due to the wording in your content. Google 'email spam score checker' and you will get many options for this service, using more than one never hurts.
- 6) Get to the Point:** You have 6 seconds or less to capture the interest of your audience. Make sure your email is short and to the point and that your call to action is in the first couple lines. If your audience has to scroll down to read the whole email they likely won't. If your audience sees large blocks of text they will likely decide to move on to their next email. Use bullet points and list whenever possible to get your information across in a visually pleasing way.
- 5) Limit Images:** Some images and formatting are good but if too much of your email is image spam filters will block it. Also resist having a large image at the top of your email or having critical parts of your message as an image. Much of your audience likely has image loading turned off so they will only see empty boxes where your images should be.

- 4) **Maximize Response Options:** Give the recipient of the email the option to reply to the email they have received, go to a website, or pick up the phone and call you. More options for response = more responses.
- 3) **Use a Dedicated Domain:** If your company's main website is www.xyz.com, don't use that domain for your marketing campaigns. Always use a dedicated domain just for your marketing, such as www.xyz-email.com. This creates an extra layer of security between your corporate domain and marketing and gives you more independent control of your marketing campaigns.
- 2) **Make the Email Content as Personal as Possible:** Open with the recipient's name, end with a signature line and have the email come from a person at your company rather than from your company in general. If your sending address is info@ for example it will hurt your campaign. The more the email looks and feels like something they would receive from a peer the more likely they are to take time to read it.
- 1) **Be CAN-SPAM Compliant:** In 2004 Congress passed a law that specifically states it is legal to send unsolicited bulk email for marketing purposes. In this law they give guidelines you must follow when engaging in email marketing to non opt-in contacts. You can see all the details on their site at <https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>
The most important guidelines are:
 1. **Don't use false or misleading header information.** Your "From," "To," "Reply-To," and routing information – including the originating domain name and email address – must be accurate and identify the person or business who initiated the message.
 2. **Don't use deceptive subject lines.** The subject line must accurately reflect the content of the message.
 3. **Identify the message as an ad.** The law gives you a lot of leeway in how to do this, but you must disclose clearly and conspicuously that your message is an advertisement.
 4. **Tell recipients where you're located.** Your message must include your valid physical postal address.
 5. **Provide an option to opt out.** Your message must include a clear and conspicuous explanation of how the recipient can opt out of getting email from you in the future.
 6. **Honor opt-out requests promptly.** You must honor a recipient's opt-out request within 10 business days. Any opt-out mechanism you offer must be able to process opt-out requests for at least 30 days after you send your message.
 7. **Monitor what others are doing on your behalf.** The law makes clear that even if you hire another company to handle your email marketing, you can't contract away your legal responsibility to comply with the law.

Bonus Tip: Use an outside company to deliver your marketing emails. Never send large amounts of unsolicited emails directly from you own email servers. For newsletters to your customers there are many companies (such as MailChimp or Constant Contact) that can handle email delivery at very low costs. For new marketing campaigns to contacts that have not opted in there are fewer options. We recommend Clickback.com for managing your own email distribution or DivComGroup.com and Distribion.com as companies that will manage your email campaigns for you. There are many other companies out there that provide these services as well but these are companies we are familiar with.

For more tips and further details on any of the above items, contact us at info@mountaintopdata.com or call (818) 252-8140 and talk with one of our experts.