



HOW-TO GUIDE

# How to Optimize Your Emails for Deliverability



# The Problem

## Email Reputation

Your ability to market to your audience is based on sending emails from your Email Service Provider, or ESP. ESPs understandably care about the quality of content sent to their customers and use deliverability ratings to ensure that readers aren't being spammed.

If the reputation of your sending domain and/or IP address is tarnished, it will adversely affect your deliverability rates. Your emails will not hit the inbox and you will see your engagement rates decline.

Creating an effective welcome series is a crucial component in marketing to your newly acquired emails. It's important to establish a relationship with the new readers on your email list to ensure that they are expecting your messages and will not think that it is spam.

It's imperative that you communicate the following in your welcome email:

- How the user subscribed to your list.
- Give the user the option to unsubscribe from your list.
- Let the user know what to expect from you (newsletters, promotions, etc.)

For more info on how to build a successful welcome drip campaign for giveaways, email [support@dojomojo.ninja](mailto:support@dojomojo.ninja) and we'll share our best tips.

# How to maintain your deliverability

## Run Quality Campaigns

When putting together a campaign, it's important to consider the audiences of partner brands. Each partner will promote the campaign to their audience, so you want to be mindful of the quality of these new emails you're acquiring. For instance, a women's fashion brand's audience might not necessarily be well aligned with a video gaming newsletter.

In order to maintain the integrity of your campaign, you don't want to have any more than 7 partners. Assuming that each partner has a drip campaign set up, this means that the entrant will receive up to 7 welcome emails. This is overwhelming for the entrant and will likely lead to a higher unsubscribe rate compared to if the campaign had < 6 partners.

Additionally, it's important to consider what the campaign's prize is and make sure that it is something that would resonate with your audience.

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## Integrate with your ESP

Before your first campaign begins, it's important to make sure that you've integrated your DojoMojo account with your ESP. This will automatically upload your new email addresses directly to the designated email list.

You can easily integrate your ESP in your campaign settings or in your Brand Settings - check out our [Knowledge Base](#) for instructions.

# How to maintain your deliverability

## Onboard your new audience carefully

When you acquire new email addresses, it is important to notify them that they are now added to your list. At this time, they will be given the opportunity to unsubscribe if desired so that they will not become an inactive (or “dead”) email on your list. If you have too many “dead” emails on the list that you’re sending to, it will negatively impact your domain/IP reputation.

After you acquire an email address, it is suggested that you set up a welcome email letting the user know how and when they were added to your email list. For example, you can include a sentence about which campaign they entered to opt-in to your list, who the partner brands were, etc. In this email, you should clearly include an unsubscribe option along with the option to add the sender email to the user’s address book.

Make sure that your sender name is something recognizable, like your brand’s name, to avoid your message being instantly deleted or marked as spam.

# How to maintain your deliverability

## Keeping your readers engaged

Acquiring an email isn't enough - it's important to keep them engaged with your content. Keeping your readers engaged is entirely dependent on the quality of your content. In addition to offering marketing promotions and other discounts, it's important to provide educational value to your readers. This can be done through blog articles, recipes, general tips, etc.

When you send educational content that readers are able to get value out of - they will trust you and be more likely to engage with your product promotions and marketing messages. While you might be eager to establish this trust early on, you don't want to send too many messages each week - stick to a couple to keep from overwhelming readers.

# How to maintain your deliverability

## Make sure your emails are formatted correctly.

Follow these sending best practices to make sure your emails are optimized for deliverability.

- Make it easy for readers to unsubscribe if they wish to do so. Ensure you have a clear “unsubscribe” link in each email.
- Do not send emails as a single image - break up text, images and CTA buttons.
- Include an alt tag for any image. This is usually an option (similar to adding a link) when you are adding an image into your email. Here, you can describe the image in a short 2-3 word phrase. This allows the ISPs to read your images and this will render in the user’s inbox if they are unable to load images.
- Do not use link shorteners (i.e. bitly).
- Make sure your subject line is related to your content and short enough to view on mobile email browsers.
- Provide a plain text version of your email or a “view this message in your browser” link, so that the user can view the email in another format if it isn’t rendering properly in their inbox.
- Make sure that the content in your messages is mobile-friendly by previewing a mobile view before every send.

# Engineering Suggestions

Enable [Google Postmaster](#) to monitor the health of your sending domain(s) and IP address(es). To add your domain, you will need access to your DNS provider. Once you add your domain, you'll be able to track your spam complaints and sending reputation.

If you use G-Suite to manage your domain, you can create groups to monitor Abuse and Postmaster bounce back messages. This is done through the admin console (more [here](#)).

Monitor your bounce-back messages to the sender email to remove any “dead” emails (i.e. emails with outdated OOO messages, emails with typos).

Authenticate your IP address and sending domain by filling out the following in your DNS provider's settings.

- [SPF](#) ensures that you are the only bulk sender sending on behalf of your domain.
- [DKIM](#) defines the sender as the responsible party for the message being sent.
- [DMARC](#) links the author of the message to SPF and DKIM.
- Ensure that WHOIS information is up to date in your DNS provider settings. Having up-to-date information on how to contact your business is important to the ISPs reading your email message.

**IP Address:** Depending on your ESP, you are either sending from a shared IP address or a dedicated IP address. If it's shared with another brand, the ESP will closely monitor its success. If you are sending from a dedicated IP address, it is important to monitor its success to ensure that your emails are being delivered.

**Sending Domain:** Regardless of your IP address, your sending domain is always the same (@brand-name.com). Over time, your sending domain establishes a reputation which determines whether or not your emails will be sent to the inbox or to the spam folder.



# Engineering Suggestions

While these tips are helpful, ongoing maintenance is essential to ensuring your rating stays high.

- Clean your email list on a regular basis.
  - Remove email addresses with typos.
  - Remove inactive email addresses.
- If you have a dedicated IP address, monitor your presence on blacklists and remove if possible. ([MX Toolbox](#) is a helpful tool to monitor your IP address on blacklists.) You're unable to manually remove your IP address from some blacklists, but you are able to submit to be removed from others. This varies on a case by case basis, but is important to monitor proactively.
- Segment your bulk sends and send to only engaged readers or readers that will find your content relevant.
- Free tools to monitor your IP and/or domain health:
  - [Google Postmaster](#)
  - [Reputation Authority](#)
  - [Sender Score](#)
  - [Talos](#)
  - [MX Toolbox](#)



# Questions?

[support@dojomojo.ninja](mailto:support@dojomojo.ninja)



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