

8 Must-Dos to Avoid the Spam Folder

...or worse



1. CLEAN UP YOUR LIST

It is essential to regularly review and clean your email list and use double opt-in strategies for new contacts to ensure accurate data.



2. SEGMENT YOUR LIST, THEN PERSONALIZE YOUR MESSAGE ACCORDINGLY

Tailored content that is relevant to the recipient leads to higher engagement—increased open, click-through, and conversion rates—than generic emails.



3. OPTIMIZE YOUR TIMING

Experiment with different frequencies and analyze the results to find the right balance for your business. Sending too many emails can annoy your subscribers and lead to high unsubscribe rates.



4. TEST BEFORE YOU SEND AND DESIGN FOR SUCCESS

Always test your email's performance—especially on mobile devices and in different browsers—and learn from your mistakes.



5. KNOW THE LAWS IN THE COUNTRIES WHERE YOU'RE SENDING EMAIL

Not complying with the U.S. CAN-SPAM Act and the European Union's GDPR can earn you hefty penalizations and a hard road to recovery.



6. INVEST IN A RIGHT-SIZED EMAIL MARKETING TOOL

The easiest way to put control in the hands of readers is to use a marketing automation platform to take advantage of automated email workflows and subscription options.



7. FOCUS ON THE SUBJECT AND PREVIEW LINES

Ensure that your call-to-action is clear, correctly positioned, and inconspicuous. Your subject line should be enticing but not misleading, align with your content, and reinforce your CTA.



8. AFTER THE SEND, TRACK AND ANALYZE

Look at metrics such as open rates, click-through rates, conversion rates, and unsubscribe rates to determine what is working and what is not. Use this data to make data-driven improvements to your email campaigns.