
THE TOP 9

**EMAIL MARKETING
MISTAKES**

**THAT PREVENT YOUR EMAILS FROM GETTING
TO THE INBOX.**

PREPARED EXCLUSIVELY FOR THE FLIGHT CLUB MASTERMIND

A LITTLE BACKGROUND...



Month	Gross Sales	Shipping	Taxes	Net Sales
May 2007	\$23672.00	\$170.04	\$0.00	\$23502.00 😊
June 2007	\$24446.27	\$0.00	\$0.00	\$24446.00 😊
July 2007	\$17712.10	\$0.00	\$0.00	\$17712.10 😐
August 2007	\$16169.33	\$0.00	\$0.00	\$16169.33 😞
September 2007	\$14303.58	\$0.00	\$0.00	\$14303.58 🤔
Grand Total	\$133498.21	\$10456.20	\$0.00	\$123042.01

Sales Were Going Down Month After Month

Month	Orders Count	Gross Sales	Shipping	Taxes	Net Sales
September 2007	347	\$18562.24	\$4258.66	\$0.00	\$14303.58
October 2007	297	\$67714.41	\$2011.83	\$0.00	\$65702.58

Over 460% Increase In Sales



MISTAKES:

Let's talk about the
top 9 mistakes email
marketers make —
and how to avoid
them!





1. Reputation is Everything

**YOUR EMAIL
REPUTATION IS
MADE UP OF
TWO THINGS:**

 **MAIL DELIVERED**

DOMAIN:

IP ADDRESS

Sender Score is Return Path's comprehensive reputation database covering email senders worldwide. [Learn more](#)

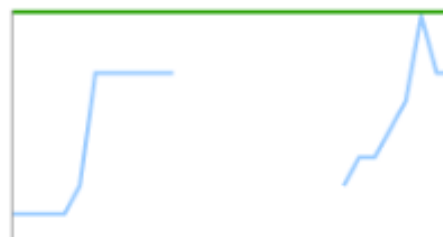
Sender Score Metrics for [REDACTED]



Hostname: vmta2.[REDACTED]
Very Low Volume Sender [?](#)

- ✗ Return Path Certified [?](#)
- ✗ Return Path Safe [?](#)

[Whois Lookup](#)



Apr 18 ■ Sender Score ■ Volume May 17

Reputation Measures ?	Impact on this score ?
Blacklists ?	Low
Complaints ?	Low
Infrastructure ?	Low
ISP Bulk Rate ?	Contact us for details
Message Filtered ?	Low
Sender Rejected ?	Low
Spam Traps ?	Low

Latest from Return Path

Two Things You Need to Be Prepared for the Upcoming Enforcement of CASL

What's Your Wish (List)? An Example of Triggered Email Success

New article: Email Authentication – Prevention is Better Than Cure

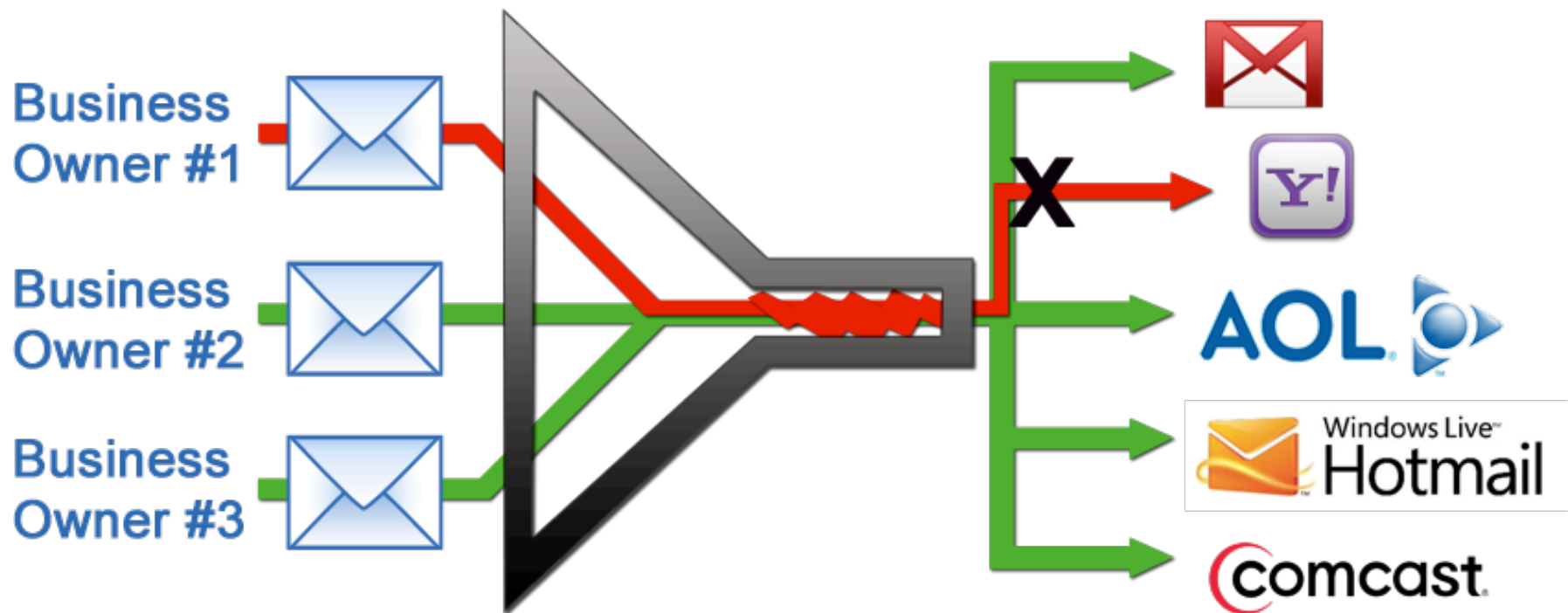
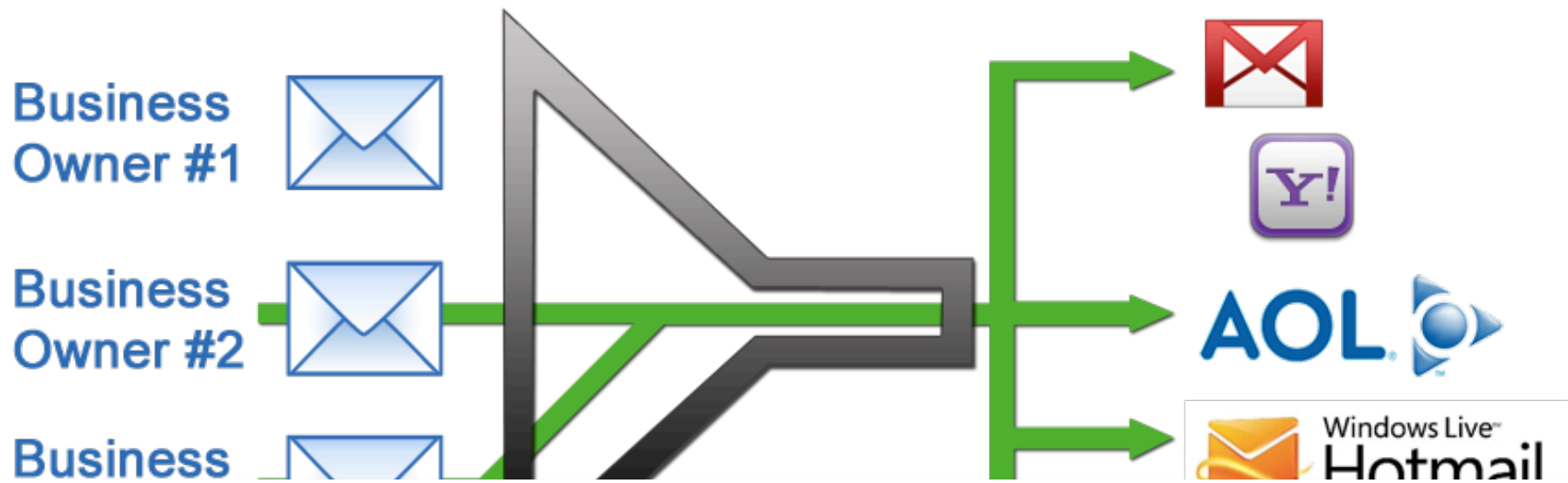
Stopping Patent Trolls: Op-ed in Crain's New York Business

5 Signs You Don't Have an Email Strategy

Email Marketers Give Up on Inactive Customers Too Soon, Return Path Study Finds

2. You're Only As Good As
the Weakest Link





3. Content is King



MESSAGE CONTENT

5 THINGS TO WATCH
WITH REGARD TO
MESSAGE CONTENT

1. Check against spam filters as a baseline test.
2. Watch links in your email messages.
3. Watch NUMBER of links in your email messages
4. Overall content
5. HTML content and message formatting

4. Complaints & Unsubscribes

Complainers
Next Exit

HOW TO REDUCE COMPLAINTS

1. Manage your feedback loops.
2. Be clear with expectations.
3. Use your "From Address", "Subject Line", and "Preview Pane" as branding elements.
4. Make the OPT OUT process EASY!
5. Monitor the "reply-to" email address.
6. Test Frequency of Emails.

HOW TO REDUCE COMPLAINTS

7. Offer a "Manage Subscriptions" page where people can downgrade their subscriptions.
8. Include a 1-click unsubscribe in all of your emails.
9. Test your unsubscribe process regularly.
10. Include an anchor text link that says "report as spam" that is a one click unsubscribe.

#5. “ONE SIZE FITS ALL” MARKETING



#5. “ONE SIZE FITS ALL” MARKETING

1. Segment your list.
2. Gather as much information about your subscribers as possible over time.
3. Run re-engagements.
4. Remove unengaged subscribers between 90 – 180 days.
5. Let subscribers manage their own preferences.



6. The "Lazy" Affiliate!

3 TYPES OF AFFILIATE PROMOTIONS

1. Endorsed Mailing
(A one off PERSONAL mailing to your list about another product/service)
2. Product Launch Mailing
(Participating in industry launches)
3. Affiliate Networks
(Sending generic promotions through affiliate networks)



7. Not performing list hygiene }

CATEGORIES FOR LIST HYGIENE

1. Bad addresses
2. Full mailboxes
3. Complainers
4. Non openers

#8. RESPECT THE RELATIONSHIP



TIPS FOR BUILDING (AND KEEPING) THE RELATIONSHIP

1. Respect Their Permission
2. Allow Subscribers to Move Through Your Sequences & Funnels
3. Internal Co-Reg or “Additional Interests”
4. Offer a “Downsell”

9. Mobile is not a "trend"



7 THINGS YOU CAN DO TO IMPROVE THE MOBILE EXPERIENCE

1. Gather statistics
2. Pay Attention to Message Length
3. Test Number of Columns
4. Use A Reply-To Mechanism or Auto-Register
5. Grab Attention with Your Subject Line & Preheader
6. Use Responsive (or Scalable) Email Design
7. Don't Forget About Your Landing Page(s)



ANY
questions?

{CONTACT INFO}

Phone: (512) 981-5413

Web: www.EmailDelivered.com

Email: heather@emaildelivered.com