

# Email Deliverability Best Practices

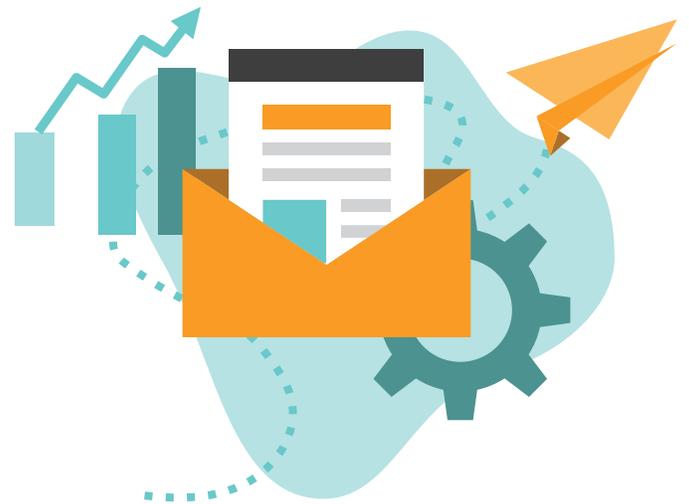
## WHAT IT MEANS AND WHY IT MATTERS

### Why does deliverability matter?

Marketers come up with elaborate plans for messaging that are drafted word by word to ensure just the perfect balance of spritz, information and technical enhancements. But when you go to put that into your email it just doesn't work.

Emails, especially ones from marketing, are under the most scrutiny from IT and often times they don't even reach the inbox. Other times, we compromise engagement for design and miss the mark.

It can be frustrating! But, there is a way to reach a balance using best-practices that will work for both your marketing team and email service providers.



### The difference between results and the best results.

Best practices around email marketing are constantly evolving, so it's important that teams understand the most recent data around email deliverability - from hitting the inbox to design.

It starts with understanding your audience, gathering insight into their email service providers, and reviewing their existing engagement. Then, using best-practice approaches to design and deployment, you'll see increased engagement and more qualified leads.

With our **Email Marketing Performance Review**, you'll get in-depth feedback on all components of your emails, including:

Distribution list	Sub Header	Landing Pages
To / From	CTA	Forms
Subject Lines	Copy	Footer
Header	Links	



## Let us lead your team in optimizing your email marketing efforts.

Our comprehensive Email Marketing Performance Review analyzes every component of your email marketing efforts to gather insights and recommend best-practices.

By analyzing these components, we'll gain a deeper understanding of how each is performing and where each can be improved. From there we'll recommend next steps using best-practice approaches to design and deployment.

With a streamlined plan of action, you'll see increased engagement and more qualified leads - across your company.

## ABOUT LEADOUS INC

We believe that marketing is a Human Experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

**Proud Platinum Partner of Marketo Engage**  
**Let us lead you. | [www.leadous.com](http://www.leadous.com) | 844-LEADOUS**

## CONTACT US

Find out how we can help you reach your Digital Marketing goals by contacting our team today.

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