

Email Deliverability Best Practices

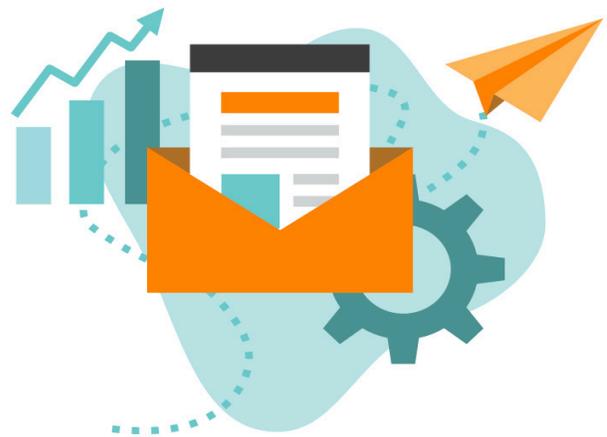
WHAT IT MEANS AND WHY IT MATTERS.

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 process to get emails in the inbox. However, when put into a live 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! However, 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 audiences, gathering insight into email service providers, and reviewing engagement. Then, using best-practice approaches for design and deployment, engagement will increase resulting in more qualified leads.

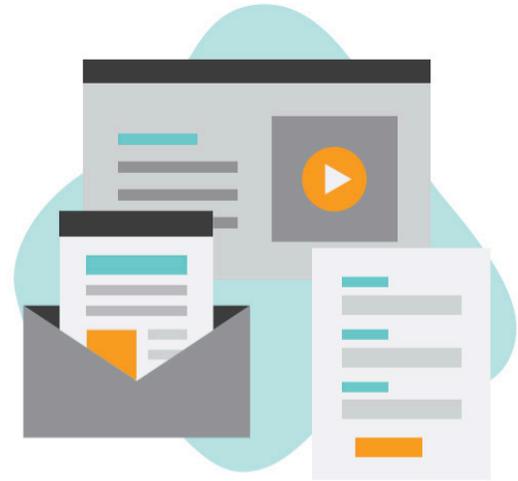
WITH OUR EMAIL MARKETING PERFORMANCE REVIEW, YOU'LL GET IN-DEPTH FEEDBACK ON ALL COMPONENTS OF YOUR EMAILS, INCLUDING:

- ✓ Distribution list
- ✓ To/from
- ✓ Subject lines
- ✓ Header
- ✓ Sub header
- ✓ CTA
- ✓ Copy
- ✓ Links
- ✓ Landing pages
- ✓ Forms
- ✓ Footer

LET US LEAD YOUR TEAM IN OPTIMIZING YOUR EMAIL MARKETING EFFORTS

Our comprehensive email marketing performance review analyzes every comment of your email marketing efforts to gather 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.



EMAIL DELIVERABILITY QUICK TIPS

- Check senderscore.com
- Test technical set up
- Limit length of subject lines
- Use personalization
- Limit file size
- Limit length by directing to 1 or 2 CTAs

For more tips or to answer email deliverability questions contact a Leadous expert at the details below.

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.

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