TIPS & ACTIONS TO LAND IN YOUR PROSPECT'S INBOX



- Tip: Check Bounce-back Rates
- Action: Update lists timely and append contacts



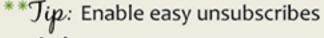
- Tip: Build Sender Reputation
- ✓ Action: Try investing in a unique IP address you have a robust email list



- Tip: Build Opt-ins;
- Action: Request recipients to recognize your email address. Ask subscribers to mark you safe when opting in for your emails.



- \mathcal{T} ip: Get help with email spoofing
- Action: Follow SPF (Sender Policy Framework) and Domainkeys to help ISPs establish that the sender address is genuine



 Action: Allow your prospects to opt-out whenever they wish to. By not doing so, you could be listed as a spammer.



- $\mathcal{T}\!\mathit{ip}$: Write stellar subject lines
- Action: Write to-the-point and not off-content subject lines



- T*ip:* Update Your Lists
- Action: Verify lists monthly and immeidately replace expired listing with fresh ones

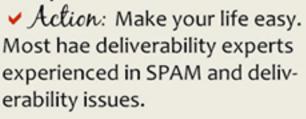


- $\mathcal{T}ip$: See How It looks
- Action: Carry out a test email campaign to identify basic errors

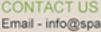


- Tip: Use Double Opt-in Lists
- Action: Send the recipients an automated response prompting them to click on a given URL to confirm thir subscriptions









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