

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
- ✓ Subject Lines
- ✓ To/From
- ✓ 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.

Leadous is a world-class consultancy that leverages marketing automation to deliver exceptional experiences for the 'journey makers' and the 'journey takers'. The journey between "Hello Prospect" to "Welcome Valued Client" can be difficult to navigate. From concept to conversion, Leadous utilizes technology, methodology, and certified marketing automation experts to deliver consulting services that increase demand, drive conversion, and deliver pipeline growth making the journey a well-traveled one. Our near-decade-long world-class partnerships with [Adobe](#), [Hubspot](#), [Oracle](#), and [Salesforce](#) give us the capabilities to serve hundreds of clients, across industries, to obtain measurable value from their investments in customer journey solutions. Let us lead you. | www.leadous.com | 844-LEADOUS

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