

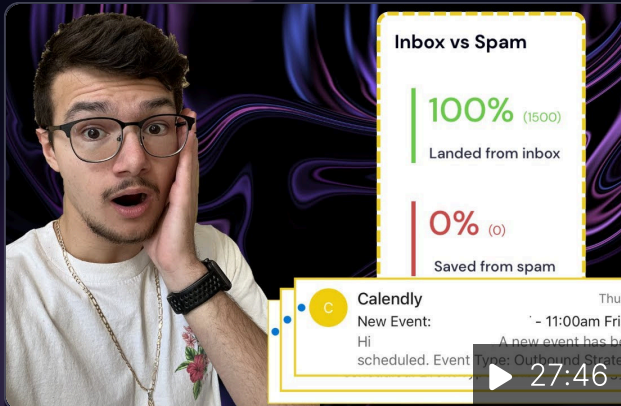



How to Achieve the BEST Cold Email Deliverability (2024)

If your emails aren't hitting the inbox, nothing else really matters.

In this video, we're keeping it real simple. We'll go over:

1. How to properly warm up your email accounts.
2. Choosing the right email accounts.
3. Correctly setting up your domains (DNS Records matter!).
4. Checking your leads and managing catch-alls.
5. Keeping your email sending volume on point.
6. Adding spice to your emails with Spintax in your scripts.
7. What to definitely avoid in your cold emails.
8. Keeping track of your email open rates.
9. Perfecting your email signatures.
10. Sending cold emails that actually get results.



 YouTube



How to Achieve the BEST Cold Email Deliverabil...

In this video, I discuss how to have the best cold email deliverability in 2024. 1. How to properly warm up your...

1) How to properly warm up your email accounts.

Warming up your email accounts is the first essential step in any cold email strategy, regardless of the email provider, sending software, or leads you're using.

Using Smartlead or Instantly for Authenticity: We use tools like Smartlead or Instantly to send realistic cold emails back and forth. This practice helps in making your email accounts appear legitimate.

Gradual Email Volume Increase: It's critical not to bombard a new email account with too many emails right away. We typically start with about four emails per day, gradually increasing this number to simulate normal human activity.

Daily Email Limits and Human-like Sending Patterns: Once the account is warmed up, we adjust to sending around 35-50 emails per day. This range helps in mimicking a more natural email sending pattern, rather than sending the same number of emails every day.

Engagement and Reply Rates: Maintaining a healthy reply rate during the warm-up is crucial. We aim for about a 12% response rate to keep the email account active and engaged.

Two-Week Warm-Up Period: The total duration for warming up is typically two weeks. If you start on June 1st, for instance, you would be ready to begin regular sending by June 15th.

Continuous Warm-Up: Contrary to common misconceptions, the warm-up process doesn't end after two weeks. Instead, it continues subtly in the background, complementing your regular emailing activities without impacting your overall email volume.

This step-by-step approach not only boosts your email deliverability but also prepares your accounts for more effective and sustained email campaigns.

Total number of warm up emails per day

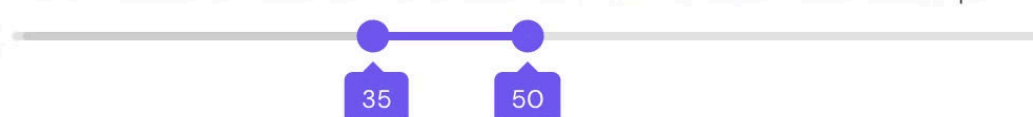
Maximum number of warm up emails that could be sent via this email account per day

Daily Rampup

Rampup increment value per day (suggested 5 per day)

Randomise number of warm up emails per day

Maximum number of emails that could be sent via this email account per day



Reply Rate (%)

Suggested - 20, Maximum - 100

2) Choosing the right email accounts.

Securing the right email accounts is increasingly crucial as major public cold email infrastructure providers tighten their restrictions against cold emailing. Here's a simplified breakdown of the current landscape:

Major Public Providers and Their Challenges:

- **Google:** Recent changes have made using GSuite for cold emailing more difficult and costly due to heightened restrictions.
- **Outlook:** While it remains a viable option for now, future changes are expected that may limit its use for cold emailing.
- **Zoho:** It is advised to avoid using Zoho for cold emailing as their policies are strict, and the likelihood of getting banned is pretty high.

Opting for Private Infrastructure:

- Unlike public providers, private infrastructure providers are more accommodating of cold email campaigns. These providers operate their own servers and are generally more supportive of cold emailing practices.

However, I personally like to stay away from private infrastructure, simply because they're unreliable. It is not about if something bad will happen, it is about when. For my companies and clients safety I 10 times out of 10 would rather be safe than sorry.

It's important to stay updated with the best practices as the norms and regulations in cold emailing evolve rapidly. For a deeper dive into choosing the right infrastructure and navigating these challenges, further resources or linked videos can be immensely helpful.

3) Correctly setting up your domains (DNS Records matter!).

Setting up your domains correctly is crucial for successful cold emailing. Here's how to ensure your domains are properly configured:

Choosing the Right Domains for Cold Emailing:

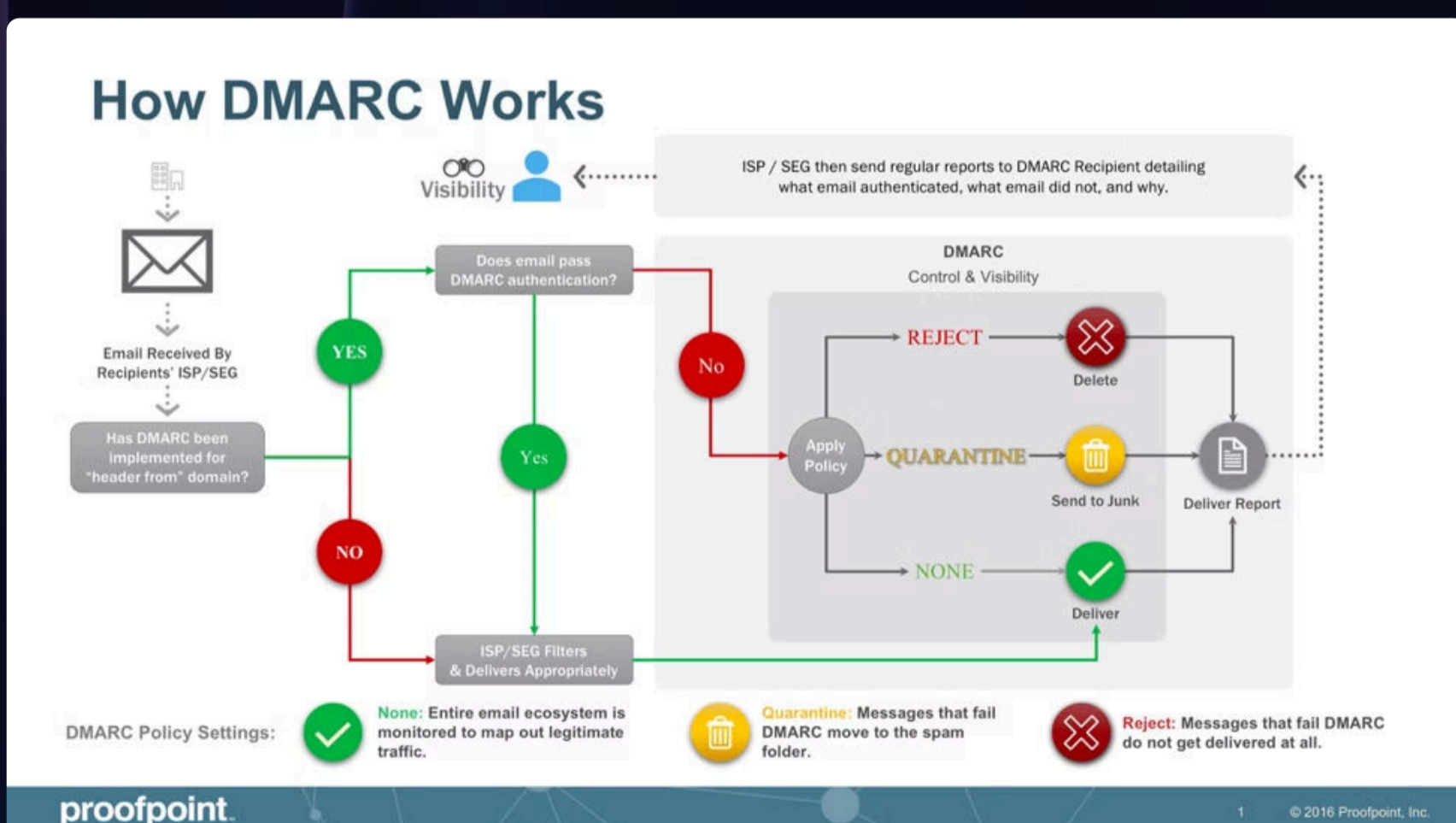
- **Avoid Using Your Main Company Domain:** Always use secondary domains for cold emailing to protect your main domain's reputation.
- **Domain Variations:** Create variations of your main domain to use for cold emailing. For example, if your main domain is agency.com, you could use variations like goagency.com, theagency.com, or useagency.com. Ensure these secondary domains are visually similar to your main domain to maintain brand consistency.

Domain Setup and Email Deliverability:

- **Domain Extensions:** While .com domains are generally more expensive, they are often seen as more credible. However, testing shows that different domain extensions like .info or .biz do not significantly impact deliverability. Still, .com is preferred for its legitimacy.
- **Forwarding:** Always forward your secondary domains back to your main domain. This way, if recipients check your domain, they are redirected to your primary website, enhancing credibility.

Setting Up Essential DNS Records:

- **DMARC, SPF, and DKIM:** These are critical DNS records that help secure your emails and improve deliverability.
 - **SPF (Sender Policy Framework)** allows email systems to check if the sender of a message is authorized to send mail from that domain, helping prevent email spoofing.
 - **DKIM (DomainKeys Identified Mail)** adds a digital signature to each of your emails, ensuring that the content of your emails remains trusted and unchanged from the source to the destination.
 - **DMARC (Domain-based Message Authentication, Reporting, and Conformance)** works with SPF and DKIM to ensure that legitimate email is properly authenticated against established DKIM and SPF standards and that fraudulent activity appearing to come from domains under your organization's control is blocked.



Continued Domain Management:

- If you are using a private infrastructure provider, many of these settings may be managed for you. However, with public providers, you'll need to ensure these records are set up manually to optimize email deliverability.

By properly setting up your domains and DNS records, you can significantly increase the chances that your cold emails will reach their intended recipients without being flagged as spam.

4) Checking your leads and managing catch-alls.

Lead verification is a critical step in the cold email process, ensuring that your outreach efforts are directed toward valid and active email addresses. Here's how to effectively manage this process:

Understanding Lead Verification:

- **Identifying Invalid Leads:** When you gather your lead lists from platforms like Apollo, it's common to encounter outdated or incorrect information. Changes such as businesses closing, employees leaving, or new hires can lead to invalid email addresses in your list.

Tools and Techniques for Verification:

- **Using SMTP Checks:** This is a basic yet effective method for verifying the existence of an email address. By sending a simple server request, you can confirm whether an email address is active. This process doesn't require you to understand the technical details but knowing how to perform this check is crucial.

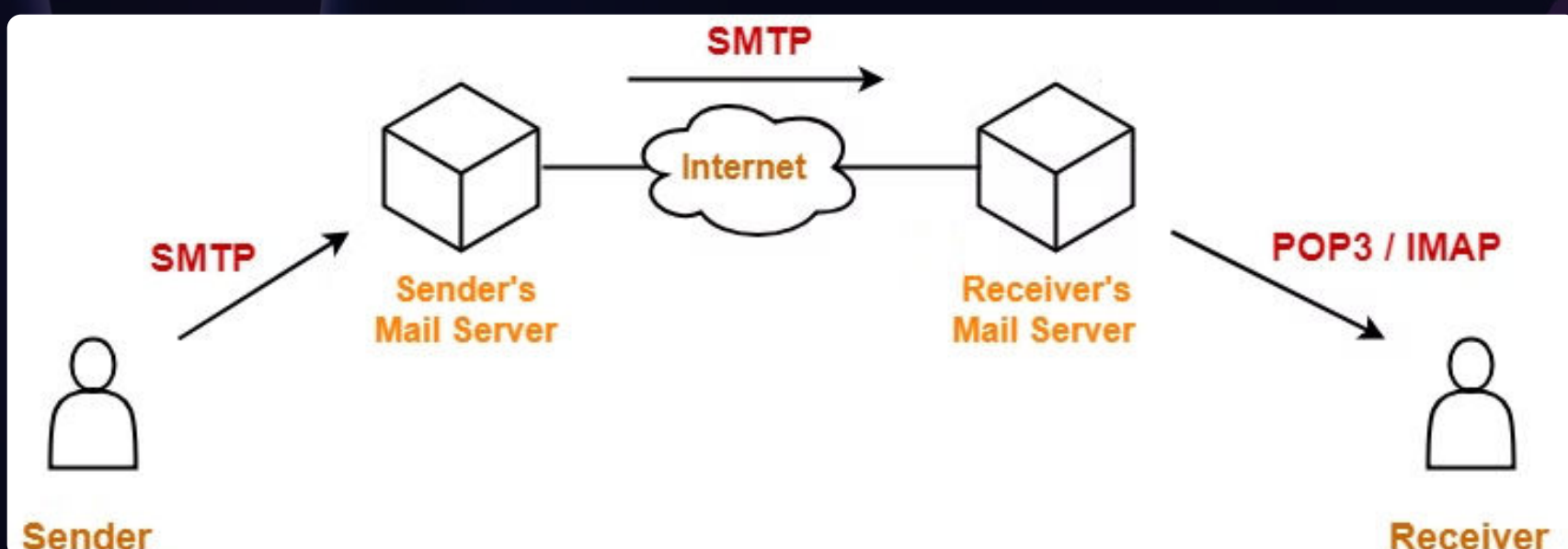
The Importance of Clean Data:

- **Maintaining Data Accuracy:** Regularly verifying your email lists helps in maintaining the accuracy of your data, ensuring that your messages reach the intended recipients and reducing bounce rates.

Additional Resources:

- For those looking to dive deeper into strategies for building and maintaining effective lead lists, there are resources and tutorials available online that provide detailed guidance on various verification techniques and tools.

Remember, the accuracy of your lead list significantly impacts the success of your cold email campaigns, making lead verification a vital practice for any marketer.



5) Keeping your email sending volume on point.

Keeping your sending volume in check is key to making sure your cold emails work as intended and don't end up as spam.

Why Sending Volume Matters: It's simple—send too many emails too quickly, and you'll likely get flagged as spam. Typically, you can send about 40 cold emails per day, but that doesn't include the emails you send while warming up the account.

To manage your email volumes effectively, we start by sending 10 cold emails per day at the start of a campaign. Then, gradually increase this number by adding 5 more emails every two weeks, aiming for a maximum of 25-30 cold emails per day.

At the same time, we balance this by adjusting your warm-up emails. So, if you begin with 50 warm-up emails, reduce them as you increase your cold emails. For example, when you start sending 10 cold emails, reduce the warm-ups to 40. Continue this pattern until you reach a balance, like 25 cold and 25 warm or 20 cold and 30 warm.

We set it at a 40% reply rate, which helps keep your email accounts active and reputable. This method gradually increases your email activity, maintaining deliverability and minimizing risks of spam flags. This is important for public infrastructure to keep your credibility high and preserve high deliverability.

6) Adding spice to your emails with Spintax in your scripts.

Spintax, short for "spinning syntax," is a tool used in many cold email software platforms like Smartlead and Instantly to create variations in messages. It works by rotating through different options within your text, making each email unique. This helps personalize your message so you're not sending out the same message to 3000+ people.

Here's how Spintax appears in practice:

You can write a line like this: **<Greetings|Hello|Hi there|Hi|Hey there> {{first_name}}, <this is|I'm> <Alex|Alexander> from <Dulcy Media|Dulcy Media Marketing>. <We specialize|We're experts|Our focus is> in <lead generation|generating leads> <for businesses|for companies> and <excel at|we're skilled in> <email marketing|cold emailing|outbound email campaigns>.**

When processed through a tool like Smartlead or Instantly, it generates various email greetings and bodies, such as:

1. "Greetings, {{first_name}}, I'm Alex from Dulcy Media. We specialize in lead generation for businesses and excel at email marketing."
2. "Hello, {{first_name}}, this is Alexander from Dulcy Media Marketing. Our focus is in generating leads for companies and we're skilled in outbound email campaigns."
3. "Hi there, {{first_name}}, I'm Alexander from Dulcy Media. We specialize in lead generation for businesses and excel at cold emailing."
4. "Hi, {{first_name}}, this is Alex from Dulcy Media Marketing. We're experts in generating leads and we're skilled in email marketing."
5. "Hey there, {{first_name}}, I'm Alex from Dulcy Media. Our focus is in lead generation and we excel at outbound email campaigns."
6. "Hello, {{first_name}}, this is Alexander from Dulcy Media. We're experts in generating leads for companies and excel at cold emailing."
7. "Greetings, {{first_name}}, I'm Alexander from Dulcy Media Marketing. We specialize in lead generation and we're skilled in email marketing."
8. "Hi there, {{first_name}}, this is Alex from Dulcy Media. We're experts in lead generation for businesses and we excel at outbound email campaigns."

The consistent parts of the message, such as "this", "is," "from," "and," and "at," help maintain a core message structure, while the interchangeable parts help tailor each email, reducing the likelihood of detection as a mass cold email. This approach ensures that each message feels personalized and less formulaic.

7) What to definitely avoid in your cold emails.

When crafting cold emails, it's important to avoid certain elements that could harm your deliverability. Here are a few key guidelines:

1. **Avoid Including Links in Your First Email:** Including a link in your initial email, especially if it's your first interaction, can significantly impact deliverability. For instance, saying "Hey {{name}}, this is Alexander from Dulcy Media (<https://dulcymedia.com/>) - how's it going?" without adding a link will keep your message straightforward and more likely to be well-received.
2. **Do Not Attach Images or Files in Initial Emails:** Attachments or embedded images can trigger spam filters because they can be used to transmit malware. Avoid using them in your initial outreach to ensure your email lands in the inbox.
3. **Keep Email Signatures Simple:** Fancy email signatures that include images and links might look nice but can break the very rules designed to protect email integrity and security. Stick with a simple text-based signature to maintain professionalism and ensure deliverability. Example below that breaks both the rules:



Ruby A Walters | **Book a call**

Talent Services Team Lead, People 1

555.767.8897 | rubywalters@people1.com

We'll help you get hired | \$1k refer a friend



By sticking to these practices, you can improve the chances that your emails will reach their intended recipients without being flagged as spam.

8) Keeping track of your email open rates.

Understanding Open Rate Tracking

Open rate tracking is like putting a tiny invisible pixel in your emails. This pixel fires when someone opens the email, letting you know it was seen. It's a cool trick to see if people are actually looking at what you send.

Why Use It Carefully

Although it's useful, this tracking can mess with your email's ability to get to the inbox if overused. It's similar to why we avoid too many images or links in our emails—they can trigger spam filters.

What Really Counts

What we usually do is maybe turn it on when we first send out a campaign to get a quick read on how engaging our emails are. However, if we don't need to then don't. At the end of the day, it's not just about how many people open the emails but how many respond or take action, like booking a call. That's the number that really tells us if our emails are working. Nothing is more important than the tangible results.

9) Perfecting your email signatures.

Email Signatures Made Easy

Including a signature in your emails is a must. Luckily, tools like Smartlead and Instantly can do it automatically for you.

Why It Matters

Adding a signature not only boosts your email's chances of getting delivered but also adds a touch of professionalism.

Keep It Simple

Remember, less is more when it comes to signatures. Stick to basic text like:

Kindest Regards,
Alexander Woung
Founder of Dulcy Media
alexander@dulcymedia.com | 111-222-3333

No need for fancy designs or styles—plain and simple gets the job done.

10) Sending cold emails that actually get results.

Bottom line is that if your offer sucks, your deliverability is not going to matter. Sending out cold emails that are poorly crafted can quickly lead someone to mark them as spam, which severely harms your email deliverability. People generally don't flag emails without good reason. It usually happens when the emails are exceptionally off-target or seem suspicious.

Focus on Relevance and Tone

Here's how you can avoid making those mistakes:

- **Target Appropriately:** Make sure your emails go to the right audience. For example, if you're crafting emails for pet supply companies, don't send them to construction companies. That's a surefire way to get flagged.
- **Keep It Polite and Honest:** Avoid sounding deceptive or rude. Your tone should be professional and courteous.
- **Manage Your Follow-Ups:** Don't overwhelm with long or unnecessary follow-up sequences, especially after a prospect has shown disinterest.

Simple Rule of Thumb

Cold emailing boils down to these basics:

- **Right Offer to the Right Person at the Right Time:** Ensure that your message is highly relevant and timely. Provide clear, credible proof of what you're offering.

For instance, if you have a groundbreaking product or service that genuinely meets the needs of your recipient, they're much more likely to engage. Keep your emails focused, relevant, and respectful to make that positive impact.



Dulcy Media

Let us handle your cold emailing. You only pay for results.

While this guide covers a lot about deliverability, there's much more to cold email success, including:

- Crafting the right message
- Testing different approaches
- Creating and positioning offers
- Effective call-to-actions
- Understanding your audience's readiness to engage
- Building and segmenting lead lists
- Managing your personal brand beyond the first email

If you're interested in having us manage the entire process and only want to pay based on the qualified calls we deliver—calls with prospects who show up, can afford your services, are in your target area, and hold decision-making power—then let's set up a time to talk.

Book a call with us, and let's get started on getting you those results, all on a pay-per-qualified-call basis.



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We design customer acquisition frameworks ensuring scalability & predictability, delivering sales calls to your...