

The world of email deliverability can be a tough place to navigate. Even the most seasoned email marketers can end up in the spam folder as email service providers make it harder and harder to reach the inbox. While Frederick does work diligently to maintain an excellent sender reputation, there are also things you can do to give your campaign the best chance of avoiding spam filters.

Step 1: Keep your list healthy

- **Purchased/Rented lists should be avoided completely** - These lists tend to generate high complaint rates, low open rates, and could affect deliverability for future campaigns. Contacts collected organically (e.g. during checkout or when booking an appointment) produce the best engagement rates.
- **Remove non-responders & inactive clients** - Many clients who no longer wish to receive your emails will simply ignore your communications rather than unsubscribe. It's a good idea to regularly review your lists and remove any contact that have not opened an email in a while as email service providers will take into account engagement rates. Lower engagement rates could increase the likelihood of ending up in the spam folder.
- **Give your clients a head's up** - Clients are more likely to open your emails if they're expecting them! Send an intro email to your new clients with a custom drip campaign letting them know about all the great things you'll be sending their way.

Step 2: Keep your content clear and concise

Email service providers monitor email content for anything that could be indicative of spam. Create campaigns that are engaging and easy to read to keep engagement rates high and avoid certain triggers for the best chance at reaching the inbox. While there is no perfect formula for inbox placement, here are some helpful tips to follow:

- **Don't use excessive exclamation points or ALL CAPS** - Getting your clients excited is a great way to keep them engaged, however, too many exclamation points (e.g FREE!!!!) can get your email flagged as spam. Instead, you might try using larger font with an eye-catching phrase.
- **Avoid using spam trigger words in your subject line** - Thinking of the perfect subject line can be stressful. You want to make sure it's enticing, but also avoid any words that might trigger a spam filter. Avoid any words that may be conveyed as pushy or too good to be true. For example: "FREE GIFT!", "Act NOW to receive this offer"
- **Limit the amount and size of images used** - One large image and no text or too many images can increase the likelihood of your emails going to the spam folder. Having a good ratio of images to text will allow you to reach the inbox and make it easier for your clients to digest.
- **Ask your clients to add you to their address book** - Asking clients to add your From address to their address book is a great way to ensure that your message reaches their inbox. The best place for this ask is a Welcome Email but can be done in subsequent emails as well.

Step 3: Test, test, test!

Sending yourself an email campaign is the best way to ensure that everything looks perfect and there are no glaring issues that may cause your email to go to spam. It is important to note that test emails sent from Frederick have a higher chance of hitting the spam folder because of the word "TEST" in the subject line. The test email feature is strictly for making sure that the look and feel of your email is correct and not for testing deliverability.

Creating a contact list containing just your email address is a great way to test out inbox placement by actually launching your email campaign. Try out different subject lines and key phrases in your email to see if your email ends up in the spam folder. Be sure to use a different email address than what was used to receive test emails as sending multiple emails to one email in a short period of time could increase the likelihood of ending up in the spam folder. **There is no secret code that will land your email in the inbox 100% of the time, but following these simple steps will certainly give you the advantage!**