

# DELIVERABILITY *BEST* PRACTICES



## THE SPAM AVOIDING DOCUMENT

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This document is the complete guide with best practices on how to prevent your messages from going to SPAM. If you follow these steps, you will be fully prepared & bullet-proof to SPAM filters and will easily reach your prospects main inbox.

### AGENDA:

Configure your domain properly.

- SPF
- CNAME

Take care of your message.

- Warming up
- Subject line
- Content
- Sending limits
- Unsubscribe link

What can be done to make sure you're maintaining a good domain reputation?

## **STEP 1: Configure your domain properly**

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There are two essential settings which you have to enable **BEFORE** launching any campaign in Growbots, **SPF** and **CNAME**.

### **WHAT'S SPF?**

SPF offers a simple yet effective way to prevent email spoofing and SPAM. It makes a message coming from your email address authenticated in the eyes of the server's recipient. Lack of an SPF record makes you a less trustworthy communication partner, but it also allows unauthorized parties to send emails in your name, which may impact your reputation or even get you blacklisted.

### **WHAT'S CNAME?**

When you use our click and open tracking, we automatically change your links a bit to monitor recipients actions. This is a standard way of tracking activity and our default link looks something like this:

*"123.123.123.123.bc.googleusercontent.com/11231231231232132131232132"*,

which is not the most friendly-looking link.

To help you customize all data added to your email content, we created a feature that allows you to set up a custom domain which will be used in all links, so that links look more like this:

*"track.YOURDOMAIN.com/12312312321323"*.

The CNAME setting is also required by some email providers such as Outlook, and sending emails without it is impossible. Right [here](#) you can find the complete tutorial on how to configure your domain properly!

## **STEP 2: Take care of your content!**

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FROM

E-mail from...

SUBJECT

Super cool subject

New

In previous thread

### **PERSONALIZE**

Seeing a subject line which includes personalization will make your prospects look at your email in a more favorable way. Including the name of the prospect, as well as a subtle hint about their job position or company are great ways to improve the probability of your e-mail being opened.

*What do {{company\_name}} clients say?*

### **MAKE IT CONCISE**

The cleaner, the better! Short subject lines work best. Long ones are usually not read by prospects and those written briefly can make you successful.

*{{first\_name}}, checking in*

### **STAY SINCERE**

Misleading information may boost your open rates, though it might cause a feeling of being tricked - that results in:

1. prospect getting mad
2. being reported as a spammer
3. receiving bad press

*{{first\_name}}* - news you might like

## **SAY NO TO "SALESY" WORDS**

The world is full of offers, just like your prospects inboxes. To be able to stand out, you need to use a language of benefits. Using terms like "buy" or "offer" may trigger spam filters, and they will make your email look generic.

## **TARGETS**

The key to starting a successful campaign is to know who you want to contact and why. If you reach out to the right people, there is a higher possibility they won't delete your message or mark it as SPAM. When you send out emails to random prospects, they will consider your messages irrelevant and mark you as spam. To avoid damaging your domain, make sure that your recipient is at least slightly interested in your services.

## **DAILY SENDING VOLUME**

Outbound messaging allows you to connect with a lot of leads without spending too much time. However, it doesn't mean you should do it without any strategy – each email operator has some daily limits, e.g. in Gmail it is 150-200 emails per day, we recommend sending no more than 150 to stay safe. If you need to send more emails, we recommend creating multiple channels like *firstname@domain.com* or *firstname.lastname@domain.com* and sending only 100-150 messages daily from each one.

A good practice is to use custom fields in the subject line, e.g. `{{first_name}}` – this almost makes it look like each message is sent with a different subject and won't look like an automated email. Also, avoid emailing more than 4 people from the same domain/company as this looks suspicious to email providers.

## UNSUBSCRIBE LINK

Even if you follow all the guidelines and best practices, prospects have the ability to mark your email as SPAM at any time. You will not get a notification about being marked as SPAM, but this will impact your deliverability. Adding an ability to unsubscribe from your campaign by putting an 'Unsubscribe' link at the end of your messages is a good idea. That way people will not have to click on the SPAM button to stop receiving emails from you, which is good for your sending reputation.

On the other side, using an unsubscribe link clearly shows that you're sending a lot of messages, and you're using an additional tool. If you'd like to apply a more personal approach, you can casually write *"let me know if you don't want to receive any more emails"*.

## WARM UP PROCESS

### ***How do I build my email reputation?***

1. Time
2. Send and receive quality emails

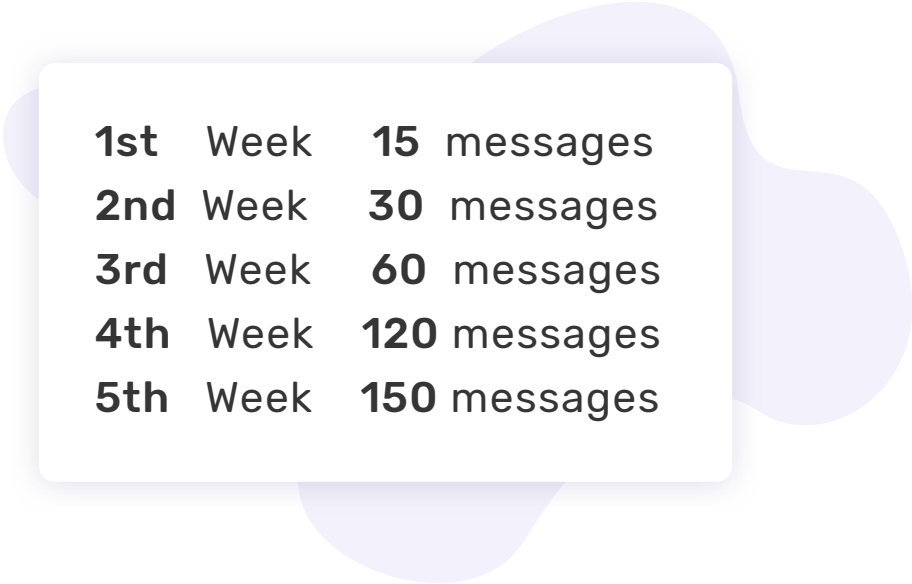
## TIME

Time is a huge factor when building your domain reputation. How much time is dependent on your email provider, but if you ramp up slowly and

work on sending great content, your email reputation will be in good shape. If you send too many messages at the same time, you can be labeled as a “spammer” and it can be difficult to reverse that.

The best idea is to start from sending 15 messages a day, and ramp it up slowly.

**The exemplary sending limit pattern may look like:**



<b>1st</b>	Week	<b>15</b>	messages
<b>2nd</b>	Week	<b>30</b>	messages
<b>3rd</b>	Week	<b>60</b>	messages
<b>4th</b>	Week	<b>120</b>	messages
<b>5th</b>	Week	<b>150</b>	messages

This may take some time, but it’s definitely worth it. If you’d like to send more messages since day one, you can add more email accounts because sending limits are set per channel.

## **QUALITY EMAILS**

You can start by sending your colleagues an email to their personal inbox (not company one) and have them all respond. (You can respond back as well). The responses will let email providers know that these are the messages that the receiver wanted to see and are not spam or malware.

## **SPAM TRIGGERING WORDS**

Another important practice is to avoid words that trigger spam - they’re the easiest way to catch the unwanted attention of spam filters.

## Below you can see the list of the most popular spam-triggering words:

!!!	Credit	<b>G</b>
\$\$\$	<b>D</b>	Get out of debt
100% free	Dear [Somebody]	<b>H</b>
100% satisfied	Dear Friend	Hello
<b>A</b>	Direct email	Hidden
Act now	Discount	Home based
Additional Income	Don't delete	Home employment
Amazing	Double your	Hot
Anything that looks	Double your income	<b>I</b>
like you are YELLING	<b>E</b>	Incredible deal
Apply now	Earn	Information you
As seen	Earn \$	requested
As seen on	Earn extra cash	Instant
As seen on TV	Eliminate debt	<b>L</b>
Avoid	Extra income	Levitra
<b>B</b>	<b>F</b>	Life Insurance
Be your own boss	Fast cash	Limited time
Buy	Financial freedom	Loans
Buy direct	For Only	Lose
<b>C</b>	For you	<b>M</b>
Call now	Free	Make money
Cancel at any time	Free access	Medicine
Cash bonus	Free gift	Meet singles
Cialis	Free info	Money
Clearance	Free Instant	Mortgage
Click here	Free offer	Multi level marketing
Collect	Free Samples!	<b>N</b>
Contains \$\$\$	Friend	No fees
Contains word ad		



## CONCLUSION

As you can see, avoiding being reported as SPAM is not that hard. You just have to be aware of how the triggers work, and what is considered as spammy content.

### Below you can find a short summary:

- Keep your messages short and precise.
- Include as few links as possible.
- Deliver value to the reader with every email.
- If you're writing a sales pitch, be conscious of how it will be received (if you sound too obnoxious, your subscribers will be flagging you as spam quicker than you thought possible).
- You must have an amazing subject line, or the message won't be opened in the first place.
- Reply to messages, because the more you interact with your emails, the better your reputation gets.

## OUR HELP

If you need any further help, or any part of this tutorial is unclear, please drop us a line on the chat inside the app or send an email to your dedicated Customer Success Manager. Growbots team is always happy to help, and we're striving to help you achieve great results!

Good luck from Growbots ❤️

