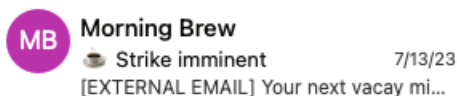# Email Marketing Best Practices

The Sender Domain

- Always make sure you are not sending batch emails with a personal email address (including with your work domain). Email clients can catch this and mark it as spam. Choose a generic email address with your business domain to send emails that would not affect deliverability. (Examples: Noreply@, info@, reservations@, marketing@)
- Every time an email bounces (not delivered to the inbox after sending due to various reasons) this can hurt your ability to deliver emails into other inboxes later down the line. Make sure your list is composed of emails you know are valid recipients.
- Make sure you always send from the same domain if you have followed these steps so you can continue to build a good reputation not only with recipients, but also with the email client. You will have a much better chance of continuing to hit their inbox vs. spam.
- Do not send your first email to thousands of people without "warming" your domain. This means that sending in smaller batches and slowly introducing your domain to different email clients and addresses really helps in making sure that you build trust with spam bots in the future. Recommendation: Warm your domain by segmenting into lists of 1,000 or less each, and then slowly increase by 1,000 for each send until the list is combined completely. Your domain should be warmed and ready!

Subject Lines

- Keep it short and sweet! Make sure your recipients can read the full subject line in the preview (40 characters or less)
- Avoid salesy words that spam bots will pick up on like free, exclusive, get paid, etc.
- Make sure your subject line aligns with the content of your email. Readers are much more likely to open and interact when the subject line is not misleading and gives a correct intro to the content they are receiving
- Limit emoji and caps use in subject lines as to not seem like spam and potentially be removed from their inbox or marked by the recipient as spam prior to opening

Examples:

MB	Morning Brew	
	☕ Strike imminent	7/13/23
	[EXTERNAL EMAIL] Your next vacay mi...	

FS	FSA Store	
	Are diapers FSA eligible?	7/13/23
	[EXTERNAL EMAIL] Find out. Plus, mor...	

Content of email

- The most successful email layout across the board is: logo, main image, body content, call-to-action/link directed to your website. (examples below)
- Always have a Call-to-Action related to your content. This is the best way to increase engagement by allowing readers to easily interact with your content and utilize your website.
- Keep your main content concise. You don't want readers to have to scroll and scroll to finally get to a call-to-action. This can really help boost engagement rates.
- Make sure all images are sized 680-px or less so you do not throw the formatting of the email off across different devices.

Examples:
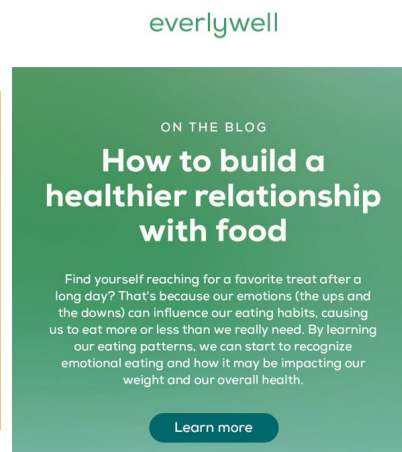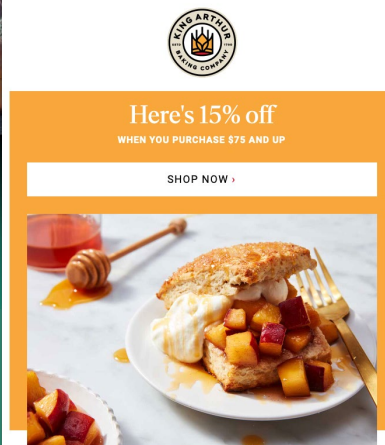
General Email Best Practices
- Always make sure to include an unsubscribe link. If you don't your email will automatically be marked as spam.
- Link all logos, images, header text, etc. with an appropriate link so that you don't miss any chances for engagement.
- Make sure all imagery, logos, etc. are high resolution and look good quality. This will also help your brand gain more trust with readers by showing professional, good quality email marketing.

Lead Acquisition/Online Form Best Practices

- Always make sure the form is easily accessible. Usually, the footer is a great place for a form to live and makes it accessible from any page within the website.
- Make sure that you do not have more than one form on each website page (i.e. form landing page plus footer form). This can affect the reliability of the reCAPTCHA and any spam filters set for each form.
- Each form should have fields that relate to the purpose of the form (Sign up for SMS: first, last, phone number, zip; Email Newsletter: first, last, email, zip; Magazine: first, last, email, delivery address;) make sure to not ask for too much information, but enough to be able to market to later and build a comprehensive contact record.
- Always include a consent checkbox including links to your privacy policy and GDPR. Without an explicit opt-in, you are not able to market or send any communications to contacts without an explicit opt-in.
- Every single form should have at least first, last, email, zip, and explicit consent to receive communications checkbox. (Zip code allows you to collect 3 pieces of information in one small field city, state, zip)
- Once someone completes your form, make sure you have a way to store them and a timely email welcoming them into your database. Recommend at least a three email welcome series, if possible, spaced at least 48 hours apart. This is very important to help readers see your brand as trustworthy and keep them interested post-signup