Blueprint to Inboxing Success

My name is David Henry, I am the owner and founder of DHM Digital

We design and build marketing platforms using email and SMS specifically for small to medium sized business based on individual budgets and requirements

We provide super-fast hosting for a comprehensive solution and provide product vendors and affiliate marketers with bespoke graphic packs

In this special report I want to share some tips and strategies to help get more emails delivered to your subscriber's inbox not the spam box

Spam at an all-time high

Getting emails delivered to the inbox is getting more and more difficult, with spam at an all-time high
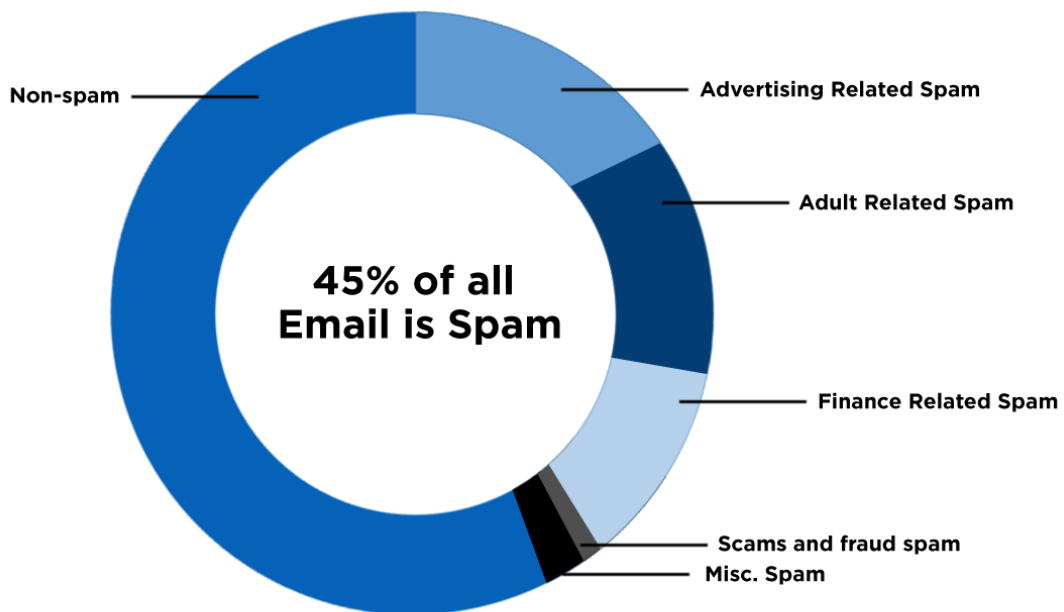
All of the major ISPs like Google and Yahoo employ complex algorithms to help combat spam, this is a major issue with over 50% of all emails being classed as spam so it's no wonder it is getting harder and harder to get past these filters to get emails delivered.

There are many factors to consider, and we will discuss this in more detail but gone are the days when all you needed to do was to check the Image/text ration in your emails and blast away

Now you need to check blacklisted domains, spam keywords, Sender Reputation, Volume etc to stand any chance

Back in the day you could also send lower volumes and get past the spam filters but now spam filters can detect spam even if you only send 10 emails per day so let's dive in to provide some useful tips and tricks to get more of your emails delivered to the inbox

## Subject Line & Message Body

Subject Line

When you send an email, the main two parts that form your message are the Subject line and the Message Body.

Let's look at how we can help to make sure both these parts pass the tests

Obviously don't use classic spam words or phrases in your subject line or message body if you want to check against the most flagged words HubSpot provide a great list here.

To test your subject line, you can use a great free tool called Sendcheckit

Please click here to access and register, its free
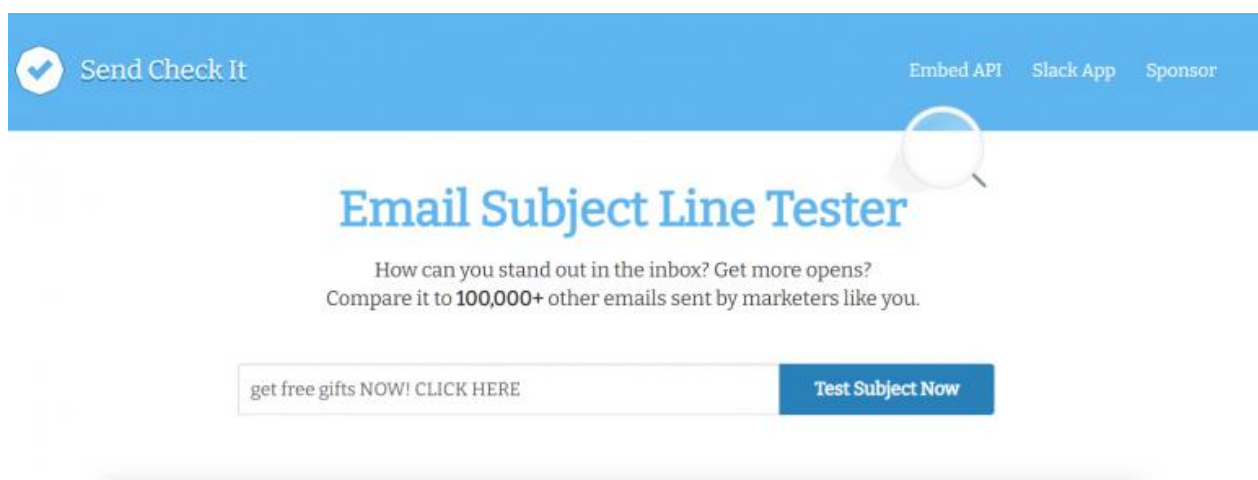
Here is an example of a bad subject line.

"get free gifts NOW! CLICK HERE"

Results from sendcheckit

You get 15 separate factors to consider improving your subject line and this makes it very easy to get a high score every time

In this example

This Subject Line is bad simply because it contains some Bad & Spammy keywords like "Get", "Free", "gifts and it contains bad characters like the exclamation mark "!" and the All-caps letters.

Example of a Good Subject Line:

 "Email Marketer? Want to Boost Conversions

Simple, Clean, and Perfect Subject Line to use.

Message body

Like Subject Lines, The Message Body also must not contain any spammy or bad keywords so use the list in HubSpot to check for any words that may get flagged.

Other factors to consider.

Spam filters are suspicious of emails made up of mostly images, use a % split of 80/20

Adding Links

You don't want to add links more than 3 links in one email, you can find more information on this topic below

Personalization.

Insert personalization into your emails and subject lines (person name or company).

Use emojis to boost open rates.

Will an emoji increase the chances of my email being read?

Other marketers are seeing success from using emojis when used well.

Many claim that emojis help your content stand out in an inbox dominated by text, and that when used strategically and sparingly, they do increase open rates.

Swiftpage, for example, did their own set of tests to determine the impact of emojis in subject lines. Here's what they found:

29% increase in their open rate (number of people who open the email)

28% increase in the click through rate (number of people who click on a link in the email)

ReturnPath also tested emojis in their emails across multiple holidays and found some interesting results.

On Valentine's Day, the use of lips in their subject lines increased their open rate by 4%.

On St Patrick's Day the use of the Irish flag emoji increased open rates by over 6%.

And they also found that the poop emoji was the most effective across other days of the year. Weird.

If you are a customer of InboxingPro, you will know we include a library of emojis in the campaign editor and you can simply select the emoji you want to add to the subject line and its added automatically

Use these best practices to get the best results

What causes emails to go to spam?

Email providers look for a number of factors when deciding whether to automatically send your emails to spam.

Your emails can get sent to spam if you:

- Don't include an unsubscribe button in your email
- Send poorly designed emails with broken or glitchy code
- Address your recipient by "my friend" or "dear" (or not by their name)
- Buy email lists online and mass-send messages to email addresses that don't exist (resulting in a high bounce rate)
- Use all-caps text and extreme punctuation (!!!!! or ?????)
- Include strangely formatted fonts (𝔩𝔦𝔨𝔢 𝔱𝔥𝔦𝔰)
- Provide links to fraudulent websites

**Good practice for ever email marketer to keep out of the spam folder**

- Include an unsubscribe button
- Design your emails with clean code
- Personalize your emails with the recipient's first name
- Only email those who've subscribed to your email list (if you don't have any, use professional opt-in forms to collect new subscribers)
- Keep your email deliverability high
- Keep the text free of odd formatting and punctuation
- Only link out to reputable websites
- Don't use classic spam words

Sending Domains

After your message has been checked, the most important factor is the domain name you use to send your emails.

The first thing to do is to check your domain has not been blacklisted for any reason and this is far more common that most people appreciate, and it really can happen to anyone
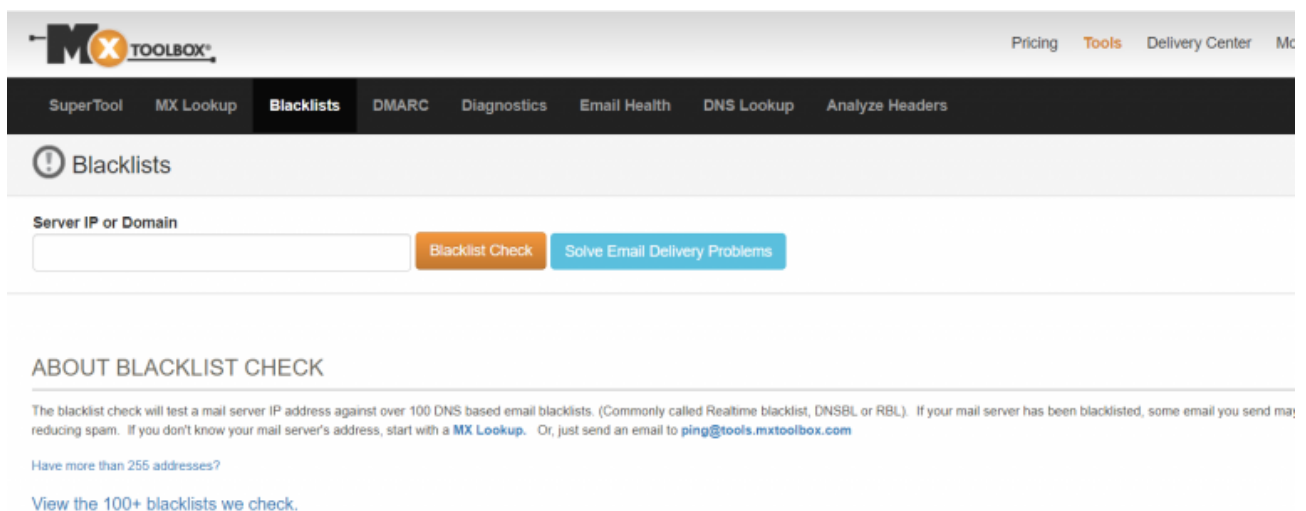
[Click here to access the blacklist checker](#)

To check your domain for any issues you can use another great free tool from MX Toolbox, simply add your domain and see the results from all the major blacklisted websites

New Domains

If you buy a new domain it may be blacklisted automatically by SEM FRESH, this unfortunately is quite common, but the listing is removed automatically after 15 – 30 days

Cold email outreach

If you are sending cold emails it is highly recommended to use a different domain not linked to your primary business domain and this way, your main domain will be safe.

Adding links

Spam filters are very sensitive to links, so this is something to get right and take care when adding links.

The first thing to check is the domain you are linking to is not blacklisted and is safe, you can use MXToolbox to test the domain and to check the links are safe you can use.

To check for safe browsing use the link below

[Google Safe Browsing,](#)

Affiliate Links

The biggest mistake most marketers make is adding affiliate links directly in your emails.

How to add affiliate links in our emails

Without doubt, the recommended method in affiliate marketing is to create a landing page and add your affiliate links to the landing page not your email and you will never have any possible delivery issues

If you do need to add affiliate links directly in your email this is the suggested method

Cloak Your URLs. (Masking Links)

URL Cloaking, or what we call Stealth Forwarding is a technique used to hide the target URL that you want to use to send the visitor to the affiliate sales page and mask it by another one that looks like a normal URL.

How this works?

We use an HTML frame on our web page to hide the main URL. or we can use HTML redirection.

L-ink.me is one of the best and cheapest URL shortening services that has the Iframe option. you can check it here and get a free account.
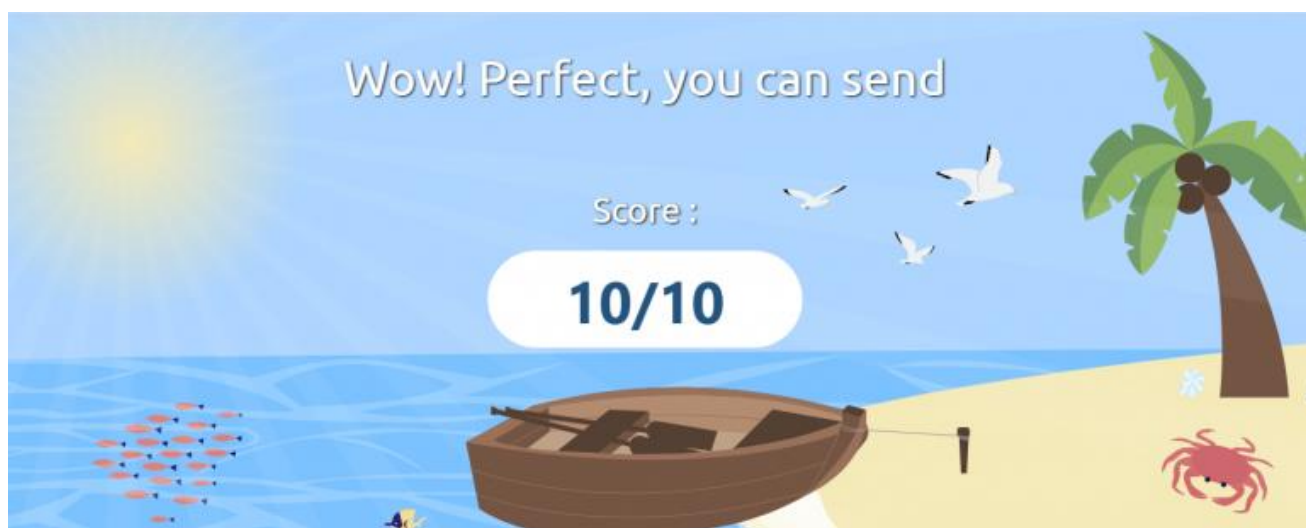
L-ink.me Free URL shortener

Sending Score

Sending score is very important, and in short, you must ensure at least 9/10 – 10/10 as a sending score in Mail-tester.

Mail tester is our spam checker tool available directly in our app and provides an in-depth report for each email campaign you are sending

Click the link to access the tester here

How to get the best sending score?

To help get a perfect score, the single most important factor is having the correct domain records validated in your DNS editor and a valid DMARC record verified

SPF (Sender Policy Framework)

DKIM (DomainKeys Identified Mail)

DMARC

Sending Reputation

This is a very important factor and it's a major feature of our email marketing app.

If you choose to send campaigns from a host SMTP server, it's critical to send campaigns using a dedicated IP, if you are trying to deliver emails using shared hosting with a shared IP, this is the reason campaigns are not delivered to expectations

You can only affect your own sending reputation if you are using an SMTP server with a dedicated IP and this is included with our specialist hosting solutions

Sending Reputation is the Reputation of the sending IP address and it is critical that you warm up your IP especially when you are using a new IP

Warming up your IPs

When you add a new IP to your service the IP is new and has no reputation or track record, so the ISPs have no data to check against

It is important to introduce the IP slowly, so no flags raised and over time the reputation with start to improve

Warming up IPs is important

Don't send too many emails at once. If your sending platform supports it and Inboxingpro.com does, use limits per hour or per day for each of the IPs per domain. If you send too many mails at the beginning, you can get bounces and/or deferrals.

Here are some limits, per provider, that you should follow in the first 30 days

Yahoo: 200 emails/day/IP (for at least 5 days), then you can double every day.

Gmail: 200 emails/day/IP (for at least 5 days), then you can double every day.

Hotmail: 200 emails/day/IP (for at least 5 days), then you can double every day.

AOL: 200 emails/day/IP (for at least 5 days), then you can double every day.

Cloudmark (all domains): 50 emails/day/IP

Time Warner: 100 emails/hour/IP

Cox: 100 emails per connection per IP, up to 5 IPs

You should always visit the postmaster website of the domains you are trying to send to in bulk. A lot of times you'll find the sending limits published within their bulk sender guidelines.

Warming up your IP can also be beneficial if you find your delivery declining or you may have changed hosting etc

Several other examples on how to warm up your IPs:

Start a new warm up for the existing IP

Send only to subscribers who have opened at least one of your emails in the past 30 days.

Limit your starting volume to 3,000 subscribers.

Keep sending to those subscribers only, for the first 3 days, before increasing the volume.

Increase the volume by 1,500 subscribers with opens in the last 30 days. Your new total volume should be 4,500 subscribers.

Keep sending to the new volume of 4,500 for two more days.

Follow this strategy to increase the volume every two or three days by 50% of the actual volume.

After 10 days, you can start increasing the volume by doubling it.

Test Before You Send!

Now After you ensured your system is almost perfect, the best thing to do is to test it before you send any campaign, to see how it's performing.

How to Test Your Campaign?

It is important to see in real time how your emails are performing, and **we use another great free tool from Gmass**

[Click here to access the tool](#)

It helps you understand how your email will perform and you can send to 19 email accounts which can be imported in to Inboxingpro and used to send your test campaigns.

This really is a great free tool, and you should use it before every email you send

Conclusion

We have provided some insights and free tools to help you get the most of your email campaigns.

Whilst nothing is 100%, providing you follow these best practice recommendations you will see great results and providing you are using a dedicated IP you can build up a very strong sender reputation.

About our Service

We have created a totally unique solution that includes a state-of-the-art cloud-based platform that provides cross channel marketing using email and SMS text messages in 1 easy to use dashboard with no 3rd party integrations required

We provide a unique hosting solution that includes a dedicated IP, guaranteed email sending allowance up to 500,000 emails per month and hosting on super-fast servers for unlimited websites

We get far better results for our customers simply because we know exactly what is required in 2024 and beyond and we have created a total solution that doesn't break the bank

[To get more information on our own dedicated IP SMTP service and discount hosting for email marketers please click here](#)