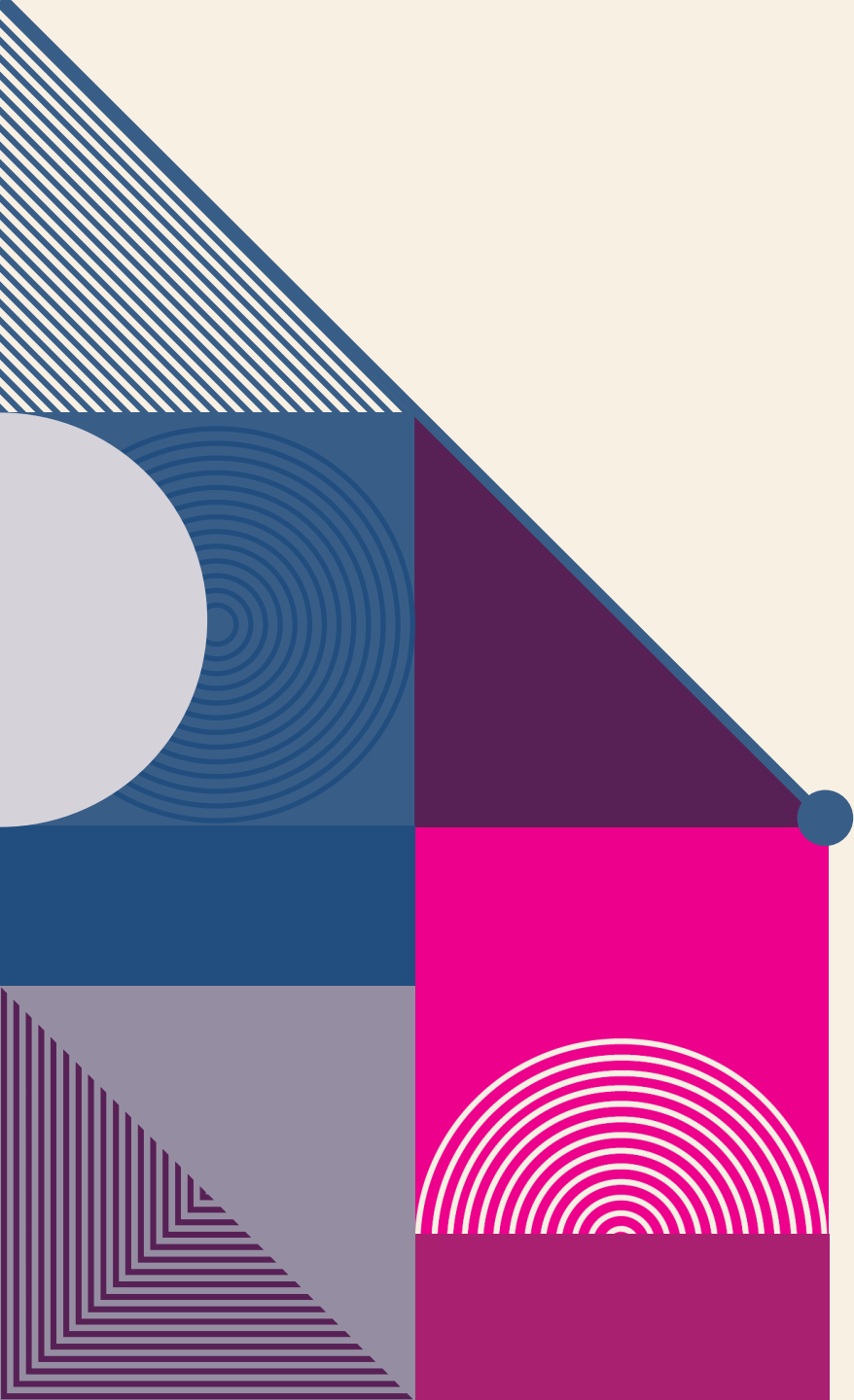# INBOX HERO:

HOW MUCH EMAIL ARE YOU ACTUALLY SENDING?

ADAM SAVINO

Vice President, Technology & Organizational Effectiveness

ASIS International

HOW BIG IS YOUR ORGANIZATION? HOW BIG IS YOUR MARKETING TEAM?

ASSOCIATION RESPONSES

Staff Size

- 1-10
- 11-20
- 21-50
- 51 – 100
- 100+

Marketing Team

- 0 – we are fully outsourced
- Party of 1 (sometimes 2)
- 3's a crowd
- More than 5 members
- Jackpot: 10 marketing team members!

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ERA OF INFORMATION OVERLOAD

Associations are competing with the Amazon and SHEIN and TEMUs of the world and must navigate through this overload to ensure their messages reach their target members effectively.

Information overload can lead to communication fatigue, hindering the effectiveness of marketing and communications efforts across the board.

HOW MANY EMAILS DO YOU THINK YOUR ORGANIZATION SENDS IN A YEAR?

- 500,000
- 1,000,000
- 2,000,000
- 5,000,000
- 10,000,000+
- No idea

Your Email Health

YOUR SCORE ⓘ

8

Very good

Apr 21 - May 21

OPENS

22.8%

| Good |
| Benchmark: 22.5% |

CLICK-THROUGHS

12.9%

| Very good |
| Benchmark: 8% |

HARD BOUNCES

0.13%

| Excellent |
| Benchmark: 0.3% |

UNSUBSCRIBES

0.16%

| Excellent |
| Benchmark: 0.35% |

SPAM REPORTS

39

EMAILS SENT

515.018K

Summary

Score over time

Metrics

Score over time

HOW CAN YOU FIND OUT?

- You can look in your Association Management System (AMS) or your Marketing Automation system, or your survey tool, your newsletter tool, your Learning Management System (LMS)… or you can use DMARC!

- Everyone by now should have reconfigured DNS records to honor Google & Yahoo's new email requirements which went into effect in February 2024

- Some Key Terms/Technology Required:
  DMARC = Domain-based Message Authentication, Reporting, and Conformance
  SPF = Sender Policy Framework
  DKIM = DomainKeys Identified Mail

How DMARC Works

EMAIL RECEIVED BY MAILBOX PROVIDER

HAS DMARC BEEN IMPLEMENTED FOR "HEADER FROM" DOMAIN?

DOES EMAIL PASS DMARC AUTHENTICATION?

YES

NO

DMARC Control & Visibility

QUARANTINE

APPLY DOMAIN OWNER'S POLICY

REJECT

NONE

DELIVER REPORT TO SENDER

MAILBOX PROVIDER RUNS FILTERS

rejoiner.com
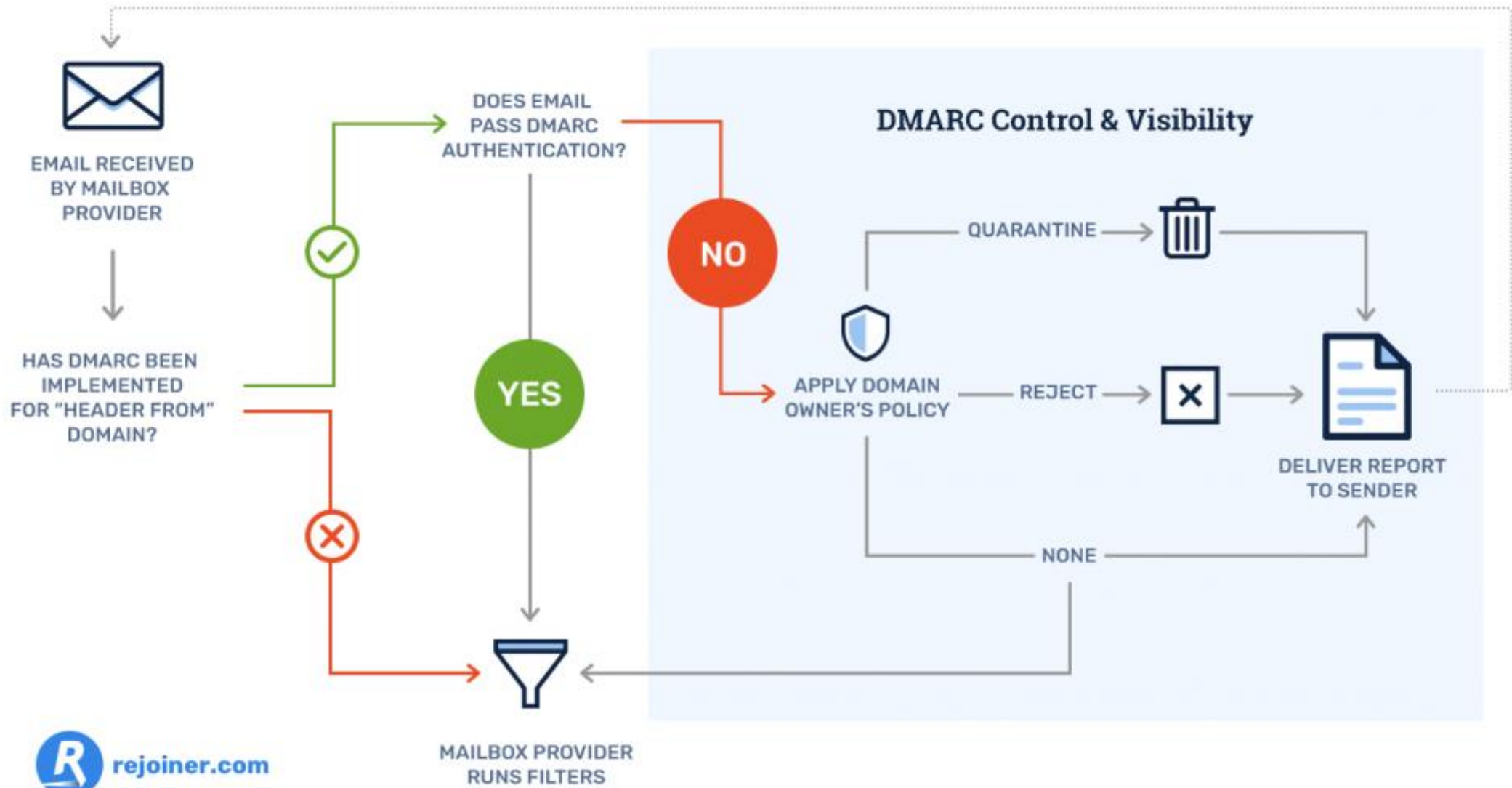
Total Email Volume: DMARC

Email volume

View reports | Previous 30 days ▼

- ● DMARC fail
- ● DMARC pass

153605

1.7M Month
10M+ Year

Emails axis: 140000, 120000, 100000, 80000, 60000, 40000, 20000, 0

Time (local): 08 PM, Mon 25, Wed 27, Fri 29, Sun 31, Apr, Wed 03, Fri 05, Sun 07, Tue 09, Thu 11, Sat 13, Mon 15, Wed 17, Fri 19, 08 PM
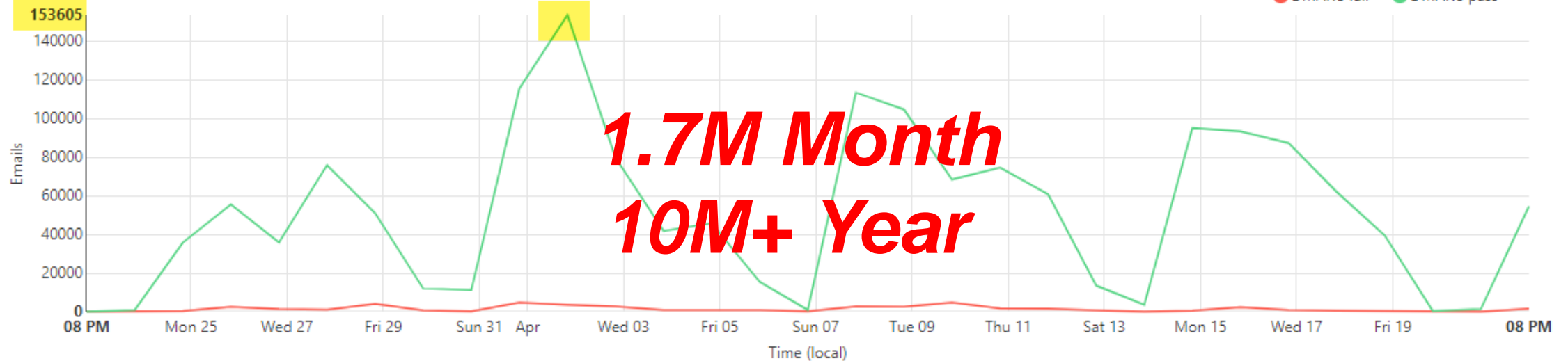
Top 10 Sources

View all | Previous 30 days ▼

Below are the top 10 sources sending emails on your behalf. A source must be either SPF or DKIM aligned to get a DMARC pass.

TOOLS YOU CAN USE: CLOUDFLARE

TOOLS YOU CAN USE: VALIMAIL

THE "TRAFFIC COP": THE EMAIL PROGRAM MANAGER

Responsibilities:

- Oversees all aspects of email marketing strategy and execution.
- Ensures alignment with overall marketing goals and brand messaging.
- Manages list hygiene and subscriber engagement.
- Analyzes campaign performance and implements improvements.
- Collaborates with cross-functional teams (design, content marketing, sales)

ASSOCIATION RESPONSE

Who is your organization's "email traffic cop"?

Is it the IT team?
Is it the marketing team?
Is it the communications team?
Is it the membership team?
Is it the wild, wild west?

LIST MANAGEMENT BEST PRACTICES

•**Regular List Hygiene:** Remove inactive subscribers, spam traps, and invalid email addresses to improve deliverability and sender reputation.

•**Double Opt-In Confirmation:** Require subscribers to confirm their signup to verify their legitimacy and reduce the risk of spam complaints.

•**Provide Opt-Out Options:** Always include a clear and easy way for subscribers to unsubscribe from your list.

EMAIL CAMPAIGN CALENDAR

•**Lead with Content:** Start by creating a content calendar for the year which targets key topics of focus each month across the organization.

•**Develop an Email Calendar:** Plan email sends strategically; keep your subscribers engaged without overloading their inbox

•**Leverage Tools:** Project Management & collaboration tools like Asana, MS Teams, Airtable, HubSpot, Monday.com can help! Enable everyone to know who is doing what by when!

•**Personalize:** Customize messaging to specific audiences to drive engagement. If your audience is Director Level, then talk C-Level.
   o Every CSO reads this...
   o Technology Leaders guide to Network Security...

ASANA EMAIL CALENDAR

TIP: In HubSpot setup an email frequency safeguard to limit the # of messages a member can receive in a specified period

Set up an email frequency safeguard (hubspot.com)

ASANA EMAIL CALENDAR

This helps us track what emails we are sending across the Organization as a Whole; Publications, Communication, Marketing, Fundraising, Membership Communications.

- **Pros:** Gives staff a single source to visualize day by day, to find a slot for their message to land. It provides opportunities to consolidate; creating messages that drive value for multiple stakeholders. Provides a process for business units to make a request, creative & copy, and approval before an email deploys.

- **Challenges:** Does not include emails based on automation (lead gen, onboarding, re-engagement workflows). Does not highlight overlapping audience or organizational priority. Does not include peer2peer emails.

- **Next steps:** Evolve our email calendar to include audience information and modify our preference center to gather more information about what our members are interested in. Establish an email frequency safeguard to limit the # of messages a member can receive per day/week.

QUESTIONS?

THANK YOU

THANK YOU

Adam Savino

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linkedin.com/in/adamsavino/