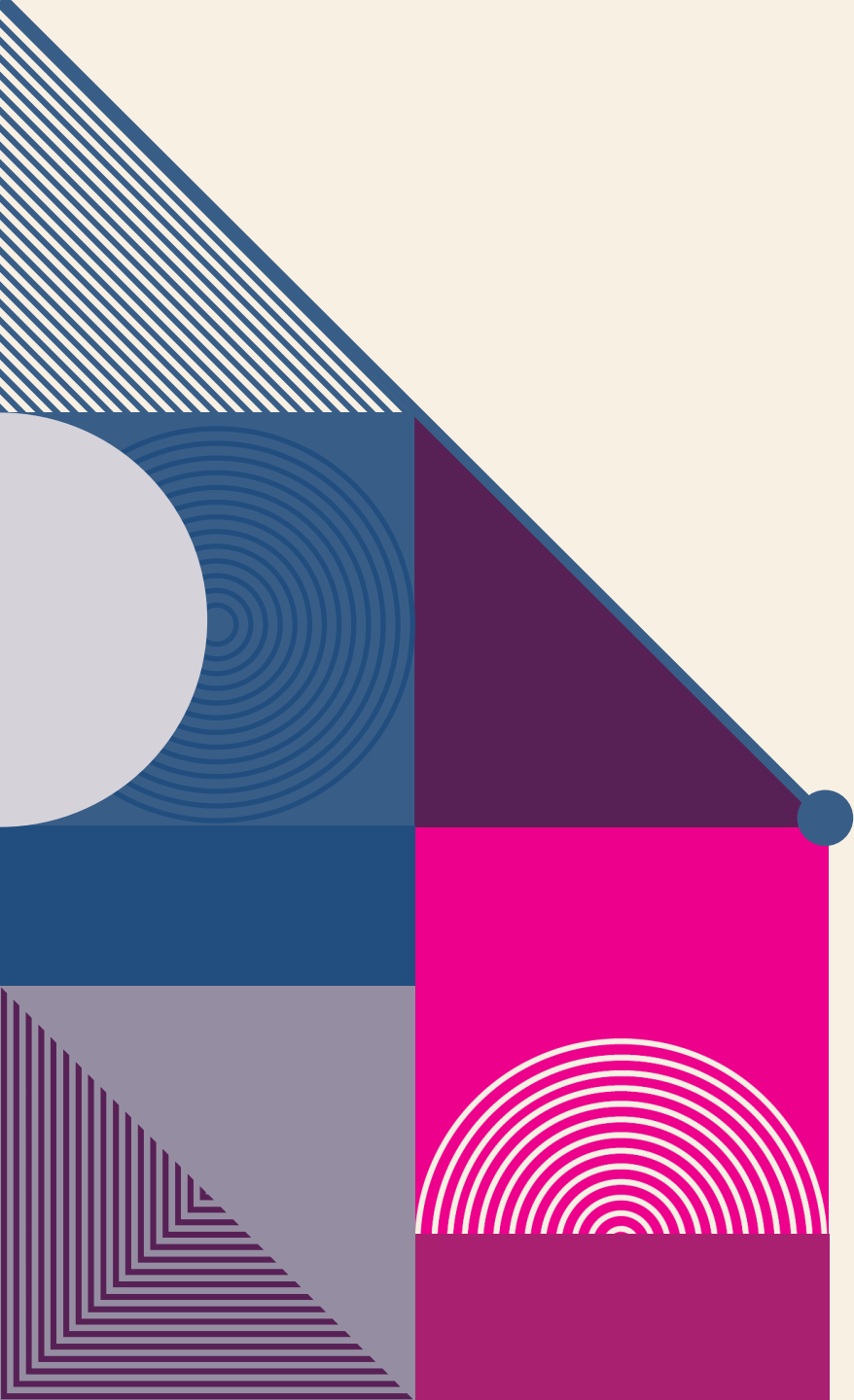




**INBOX HERO:
HOW MUCH EMAIL ARE YOU
ACTUALLY SENDING?**



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

Filter by ▾

All campaigns ▾

YOUR SCORE ⓘ



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

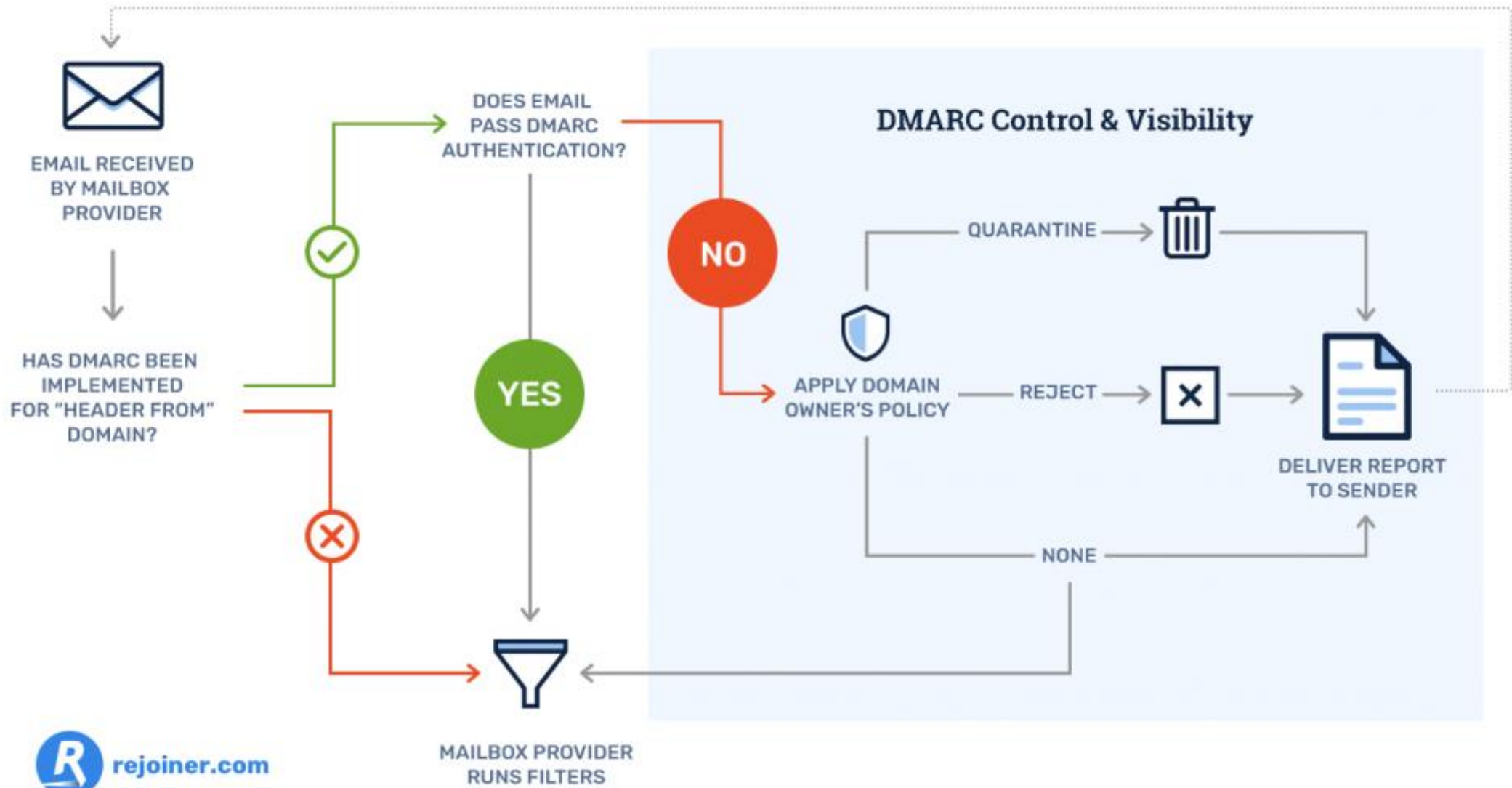
Score over time



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

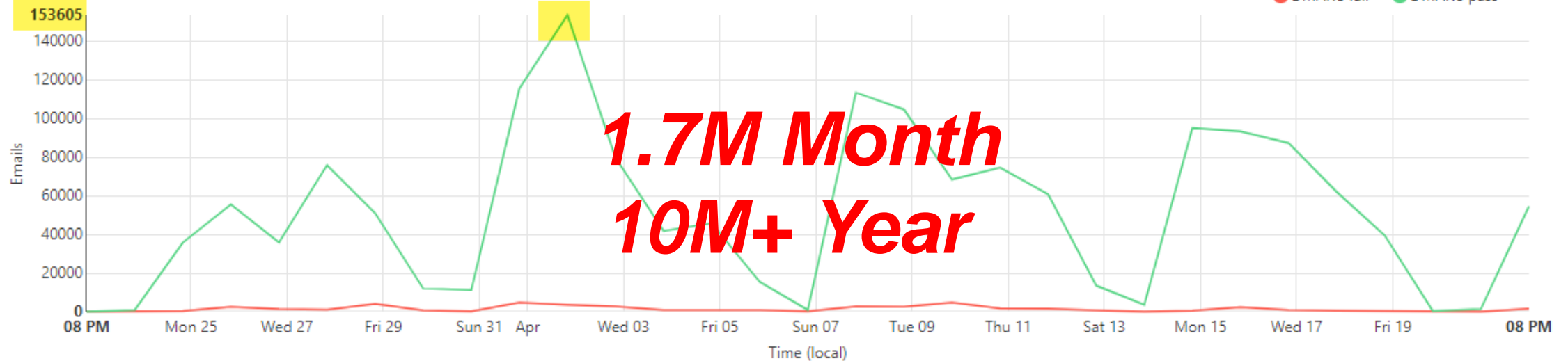


Total Email Volume: DMARC

Email volume

[View reports](#)

Previous 30 days ▾



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

The screenshot shows the Cloudflare DMARC Management dashboard for the domain `asisonline.org`. The interface includes a sidebar with navigation options like Overview, AI Audit, Analytics & Logs, DNS, Email, Email Routing, DMARC Management, Email Security, Spectrum, SSL/TLS, Security, Access, Speed, Caching, Workers Routes, Rules, Network, Traffic, Custom Pages, Apps, Scrape Shield, Zaraz, and Web3. The main content area is titled "DMARC Management" and provides an "Email record overview" with status indicators for DMARC policy (None), SPF policy (Fail), and DKIM in use (Yes). Below this is an "Email volume" line chart showing DMARC fail (red) and DMARC pass (green) counts over time, with a notable spike in DMARC passes around Monday, October 23rd. At the bottom, a "Top 10 Sources" table lists the most frequent email senders.

Source	Volume	DMARC pass	SPF aligned	DKIM aligned	IP count
SendGrid, Inc.	178.48k	99.83%	99.81%	99.32%	9
Amazon.com, Inc.	107.4k	97.45%	1.45%	97.43%	135
Microsoft Corporation	9.92k	91.93%	79.43%	91.4%	2,33k

The screenshot shows the Cloudflare DNS Records page for `asisonline.org`. The "Records" section is active, displaying a list of DNS records. The record for `_dmarc` is highlighted, showing its configuration details.

Type	Name	Content	TTL
TXT	<code>_dmarc</code>	<code>v=DMARC1; p=none; rua=mailto:e04aa20de8244e558463daa9b1eb3bc@dmarc-reports.cloudflare.net;mailto:dmarc_agg@vll.email;</code>	1 hr

TOOLS YOU CAN USE: VALIMAIL

The screenshot displays the Valimail DMARC Monitor interface for ASIS International. The left sidebar contains navigation options: ACCOUNT OVERVIEW, EMAIL DELIVERY REPORT, EMAIL ANALYZER REPORT (marked as NEW), DOMAINS, SETTINGS, HELP, and NEW FEATURES. A 'NEED TO FIX IT FAST?' banner is visible at the bottom of the sidebar, with an 'UPGRADE NOW' button.

The main content area shows a summary of DMARC results:

Category	Count	Percentage	Count	Percentage
ALLOWED THROUGH - NO ENFORCEMENT	1,033,345	99.86%	0	0.0%
ALLOWED THROUGH - POLICY OVERRIDE	1,407	0.14%		


Below the summary is the 'Top Senders' section for the last 30 days:

Sender	Emails	DMARC Status
HubSpot	375,556	PASSING DMARC
Microsoft Office 365	40,104	PASSING DMARC
EventsAIR	6,319	PASSING DMARC
Zendesk	4,625	PASSING DMARC
Cision PR	2,132	FAILING DMARC



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.
 - Every CSO reads this...
 - Technology Leaders guide to Network Security...

The screenshot shows a calendar interface with a navigation bar at the top containing 'Workflow', 'Dashboard', 'Messages', 'Files', and 'Timeline'. The calendar grid displays dates from Wednesday (WED) to Thursday (THU). Each date cell contains a list of email send events with details such as sender, subject, and recipient count.

WED	THU
22 [Membership] ASIS Awards 3 [Europe Nom Com RB Call for Candidates] [North America RB Nom Com Call for Candidates] [Latin America Caribbean Nom Com Call for Candidates] 1 more	23 [SM] May 23, partner email, Evolv 2
28 [Learning] Certification - ESRM to Certification EM 1	30 [SM] May 30, makegood webinar, BeamUp
4 [SM] Jun 5, sponsored webinar, Saliient 1 [Learning] Certification - PSP EM2 [Membership] Acquisition Email 23	6 [SM] Jun 5, Partner Email, Sign In Enterprises 2 [Learning] eBooks (members/nonmembers) [GSX] ATT EM 5 - "We've Got You"
12 [Learning] Certification - ESRM to Certification EM 2	13 [SM] Jun 13, partner email, Evolv 2

ASANA EMAIL CALENDAR



ASIS Email Form

Please check prior to filling out this form to find an available date.

Send date 00-00, title (Your Name)*
e.g. 01-01 ASIS Newsletter (Jane)

Name

Subject line(s)*
What is the subject line of the email?

Preheader text(s)
Optional preheader text to go with your email.

Send date*
What date will this email deploy?

Please check prior to filling out this form to find an available date.

ASIS Emails

Overview | List | Board | Timeline | **Calendar** | Workflow | Dashboard | Messages | Files | Timeline

Today < > June 2024

Filter | Month view | Color: Default | Public to web: On

MON	TUE	WED	THU	FRI	
19 20 [Learning] S&G - Cannabis Standard Video EM 1	21 [Learning] Certification - PSP EM1	22 [Membership] ASIS Awards 2 [Europe Nom Com RB Call for Candidates] [North America RB Nom Com Call for Candidates] [Latin America Caribbean Nom Com Call for Candidates] 1 more	23 [SM] May 23, partner email, Evolv 2	24 [SM] May 24, Smart Security 2 [GSX] ASIS24-0461, ATT EM 4 - Education	25
26 27	28	29 [Learning] Certification - ESRM to Certification EM 1	30 [SM] May 30, makegood webinar, BeamUp	31	1
2 June 3 [ASIS Newsletter] Jun, ASIS Membership Monthly 2	4 [SM] Jun 5, sponsored webinar, Salient 1 [Learning] Certification - PSP EM2 [Membership] Acquisition Email 23	5 [SM] Jun 5, Partner Email, Sign In Enterprises 2 [Learning] eBooks (members/nonmembers)	6 [SM] Jun 6, custom webinar, NGS [GSX] ATT EM 5 - "We've Got You"	7 [SM] Jun 7, Security Technology: Sports Security [GSX] BD EM 7	8
9 10 [ASIS Newsletter] Jun, CSO Insider News 2	11 [Learning] S&G - Cannabis Standard Video EM 2 [SM] Jun 11, sponsored webinar, CMS Technology Partners 1	12 [Learning] Certification - ESRM to Certification EM 2	13 [SM] Jun 13, custom webinar, Evolv [GSX] Upsell Email 1 - PreCon, All-Access	14 [SM] Jun 14, Smart Security A 3 [GSX] ATT EM 6 - Stages, Keynotes & Education	15

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 \(hubspot.com\)](https://www.hubspot.com/email-frequency-safeguard)

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

Adam.Savino@asisonline.org

Linked-in: QR Code or

[linkedin.com/in/adamsavino/](https://www.linkedin.com/in/adamsavino/)