25 GREAT Email Marketing Tips in 25 Minutes

BACK TO THE 80s

GURU Conference 2024

GURU EVENTS

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Founder and Chief Strategist

EMAIL Optimization SHOP

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Consultant and Owner

MAGLIO MARKETING

Tony Wagner
Email Marketing Manager

SA strategic america®

Brian Westnedge
Sr. Director, Alliances & Partnerships

RED SIFT

Photo by Annie Nyle on Unsplash

EMAIL *Optimization* **SHOP**
BY JEANNE JENNINGS

More Effective Email Marketing
with and without AI

➤ Strategic and Tactical Consulting

➤ Fractional Director/VP Roles

➤ Workshop Training

➤ *Free Blog and Email Newsletter*

www.EmailOpShop.com

Email Optimization Shop

Marketing Automation, CRM & Email Consulting

Maglio Marketing

- Convert, retain, engage and nurture through experiences that maximize the use of your technology and tools
- Audits to integrations, strategy to execution, training and best practices
- >20 years experience, and certifications across Braze, HubSpot, Eloqua, Klaviyo, Marketo and Pardot, with experience in dozens of others

https://www.linkedin.com/company/maglio-marketing-llc/

Tony Wagner

- 7+ years in email
- 2024 Master of Email Metrics
- Work with brands in the home, health, and wealth space.

Connect with Me!

https://www.linkedin.com/in/twagner6/

SA
strategic america

Brian Westnedge
Sr. Director, Alliances & Partnerships

- Started in deliverability at Return Path for over a decade, then moved into the DMARC space
- Worked at Proofpoint and Valimail prior to Red Sift
- Manages tech alliances and strategic partnerships and loves email auth!

https://www.linkedin.com/in/brianwestnedge/

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Eye of the Tiger: Know Your Metrics…

Click-through Rate

How to Calculate Email Marketing Metrics, Jeanne Jennings, Email Optimization Shop, July 10, 2024, https://emailopshop.com/how-to-calculate-email-marketing-metrics/ and Click Reach Rate, Jeanne Jennings, The Only Influencers Email Metrics Project, https://oimetrics.com/diagnostic/click-reach-rate

Complete Control: Consider the Full Experience
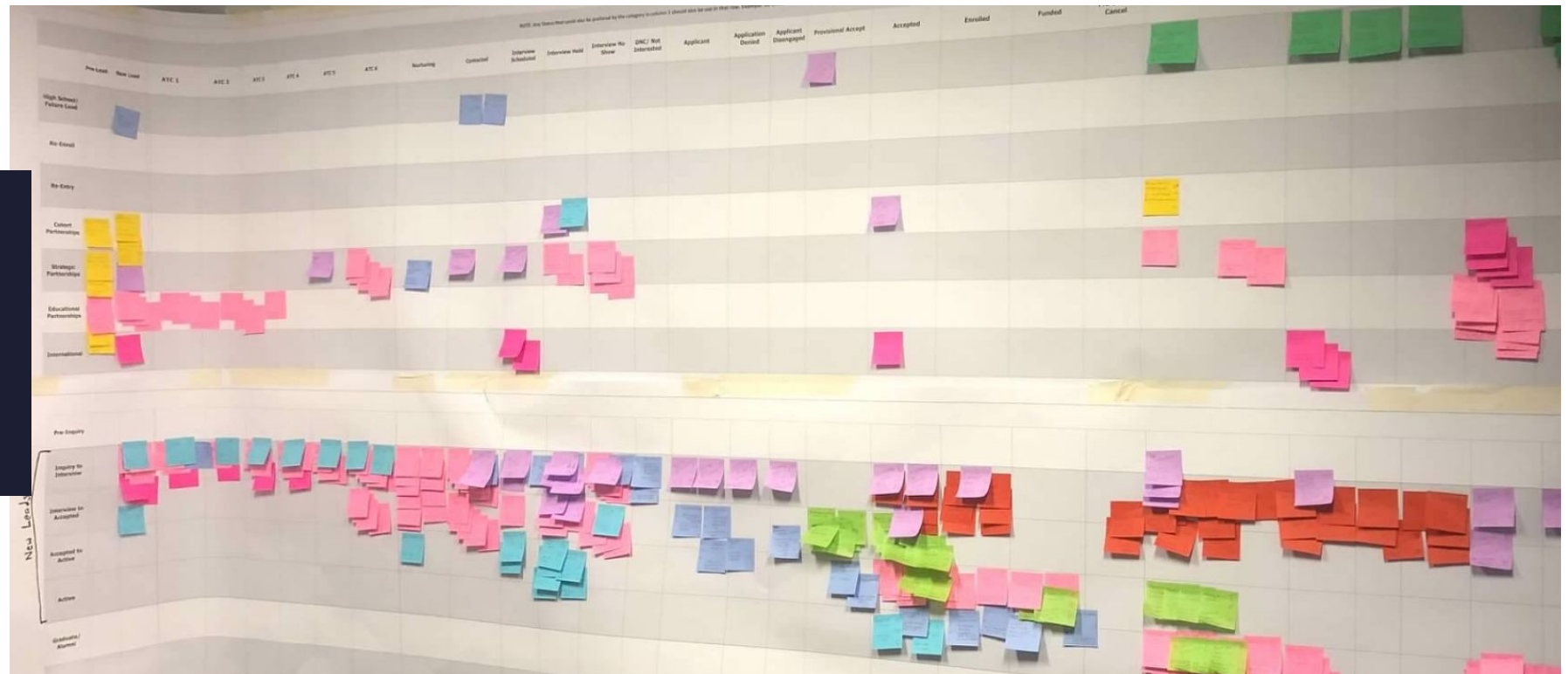
How Will I Know *(If They Like My Emails?)*

Email Quality Score =

1 - (Unsubscribes/Unique Clicks)

More Info:
https://onlyinfluencers.com/email-marketing-blog-posts/best-practice-email-strategy/entry/email-quality-score-your-secret-weapon-for-post-mpp-success

(Don't You) Forget About Me!
"Yahoogle" Sending Requirements

Failure to comply will lead to emails not being delivered or ending up in Spam folders.

To prevent this, you will need to:

- ✓ Set up SPF and DKIM for each domain that sends mail
- ✓ Send with an aligned `From` domain in either the SPF or DKIM domains (i.e. pass DMARC)
- ✓ Publish a DMARC policy for each domain that sends mail with at least a policy of "none"
- ✓ Keep spam rates under 0.30% and ideally under 0.10% as measured in Google Postmaster Tools
- ✓ Easy unsubscribe with one-click header, visible unsub link in body, 2 day processing
- ✓ Ensure that sending domains or IPs have FcrDNS set up
- ✓ Use a TLS connection for transmitting email

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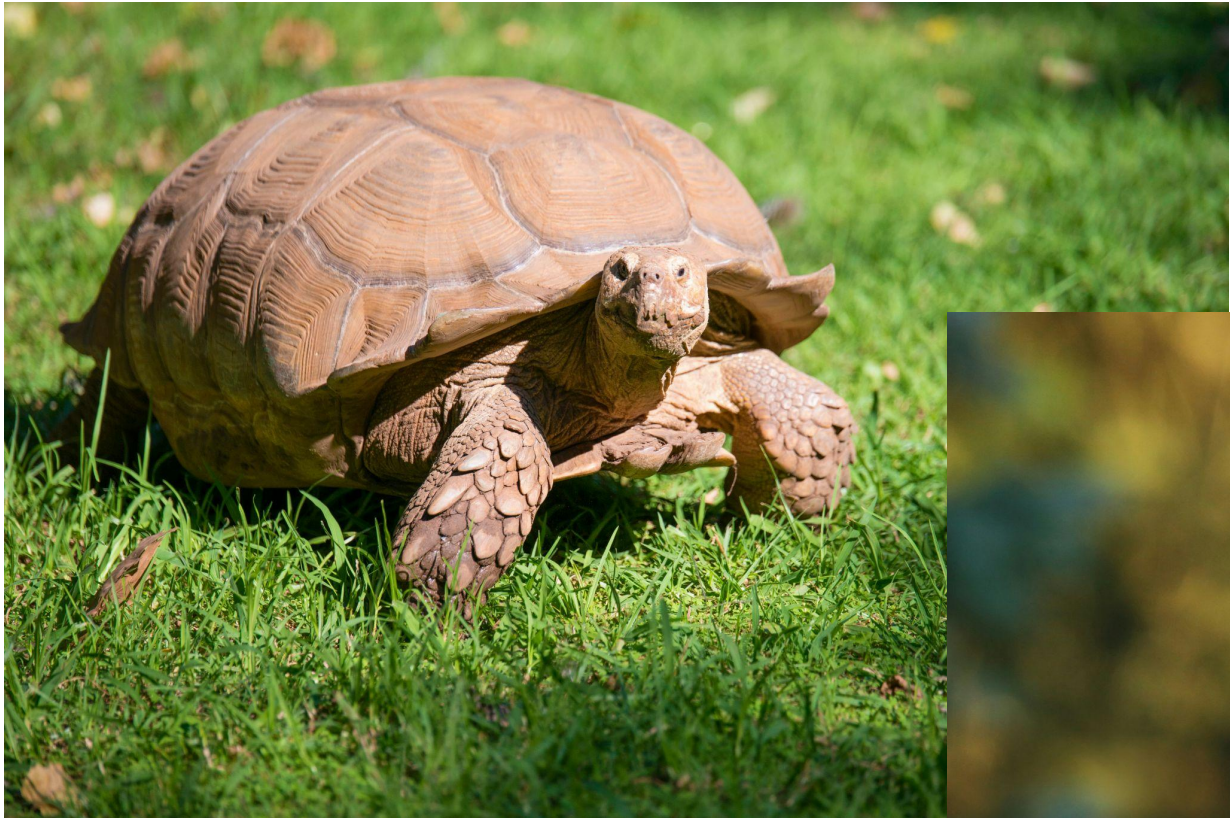
Time After Time:
Don't Wait to Reactivate

10 Ways This Reactivation Email Could Be Improved [From My Inbox], Jeanne Jennings, Email Optimization Shop, July 10, 2024,https://emailopshop.com/10-ways-this-reactivation-email-could-be-improved-from-my-inbox/; Images: Photos by Joel M Mathey and Gary Bendig on Unsplash
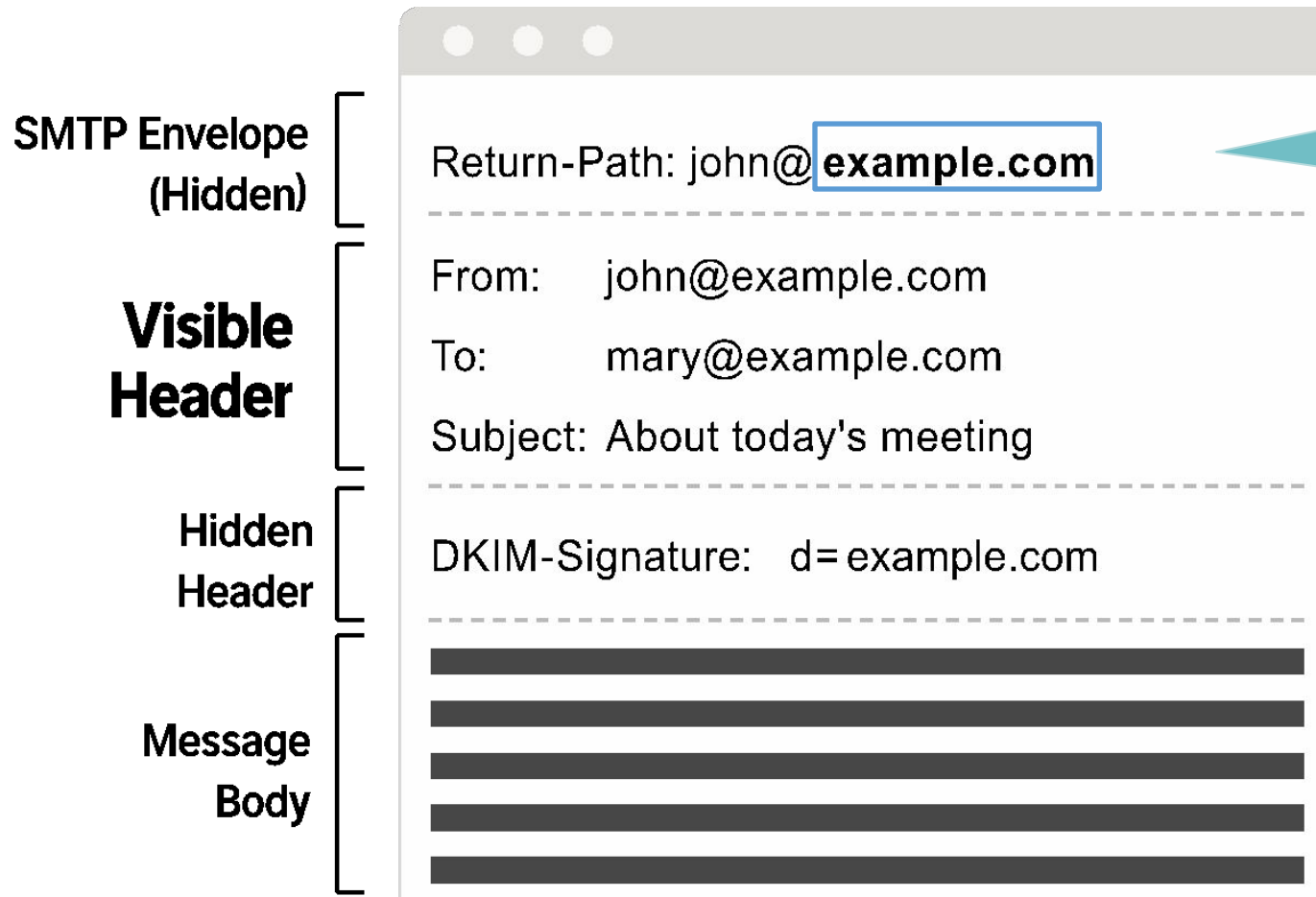
Every Breath You Take: Document it ALL

Should I Stay or Should I Go?

Add a Snooze Button to Re-engagement Emails and Unsubscribe Landing Pages.

Start Me Up: Implement SPF

Sender Policy Framework is an allowlist of IPs kept in DNS

SMTP Envelope (Hidden)

Return-Path: john@ **example.com**

Receiver validates the sender IP against the IP allowlist associated with the Return-Path domain from the SMTP envelope in the global DNS.

Visible Header

From: john@example.com

To: mary@example.com

Subject: About today's meeting

Hidden Header

DKIM-Signature: d=example.com

Message Body

- Does not survive forwarding

- v=spf1 include:_spf.google.com include:_spf.salesforce.com include:_spf.zdsys.com include:mail.zendesk.com include:mailgun.org include:mailsenders.netsuite.com include:sendgrid.net include:servers.mcsv.net include:spf.mandrillapp.com ~all
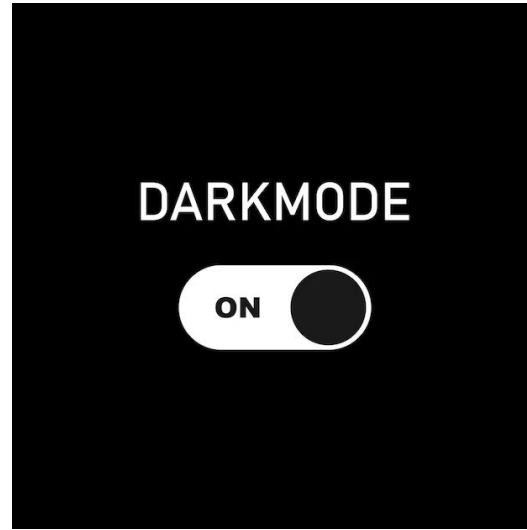
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Check your current SPF Record! https://redsift.com/tools/spf-checker

The Reflex: Use Internal Benchmarks to Analyze Your Campaign Data

I Can See Clearly Now:
Accessibility & Rendering Tools

Use eCommerce tactics even if your business isn't eCommerce.

Never gonna give you up

Take On Me: Implement DKIM

DomainKeys Identified Mail uses PKI to sign mail

Receiver validates the DKIM-Signature with a public key stored in DNS at the d=domain in the hidden header

SMTP Envelope (Hidden)

Return-Path: john@example.com

Visible Header

From: john@example.com

To: mary@example.com

Subject: About today's meeting

Hidden Header

DKIM-Signature: d=**example.com**

Message Body

- A validated DKIM signature confirms the message has not been tampered with, e.g. to insert a malicious link or attachment

- Survives most forwarding

- "v=DKIM1; k=rsa;
  p=MIIBIjANBgkqhkiG9w0BAQEFAAOCAQ8AMIIBCgK
  CAQEApSHJ7gSxOeD2Dgai1ath9Bn/gpBr5RnjZbkzg++
  et8JTN0SO0m8NbU3sB1FbtJWGii3gPTsVbVt1TEPoSC
  Qm59lKcKtlANPyTfdpZUESBRXWAjlNGLRS+qIuJuW1
  9cAZRprQwG/QTeYK2acCRXHg90d51nD5zf7F2KbAx
  OC6kqFonbkTyvjRXtKXsR7MAZ21h"
  "6HHdaJCKeSR5OF3xNngjIJoB0P+8LIVErZB0Xrq2dwE
  OjY+XLrYF2RWhBPIpM+b+X3WFKFyebznz6ZzyZLvhpI
  L5R/xJuK+1bYlaSDA7LExpE/d//5fnyzW3/sZShTo//wj
  7lWwHIIh7lY5ngxz8wIDAQAB"

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More Than This:
Don't Only Use Gen AI to Write Copy…
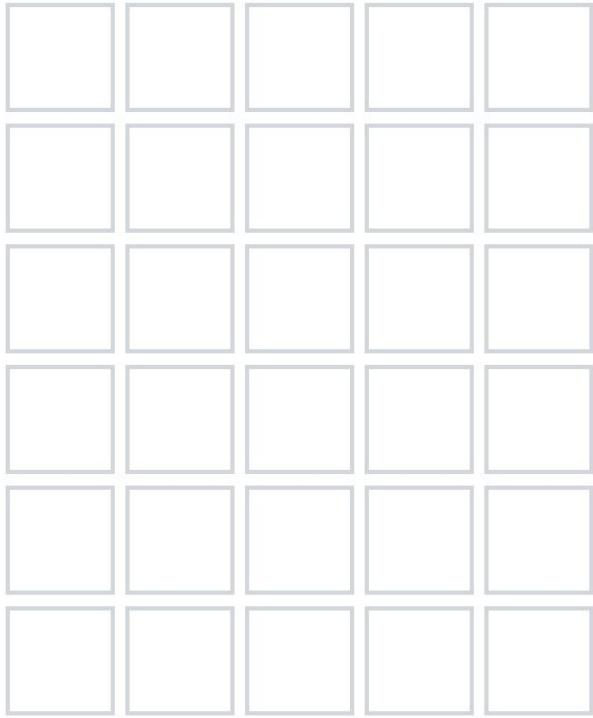
For Email Marketers: Using Generative AI for Campaign Development (not just copywriting) [Webinar], Tamara Gielen (Be Relevant) and Jeanne Jennings (Email Optimization Shop), Hosted by Email Innovations World and Only Influencers, February 27, 2024, https://onlyinfluencers.com/oi-webinars-and-special-reports
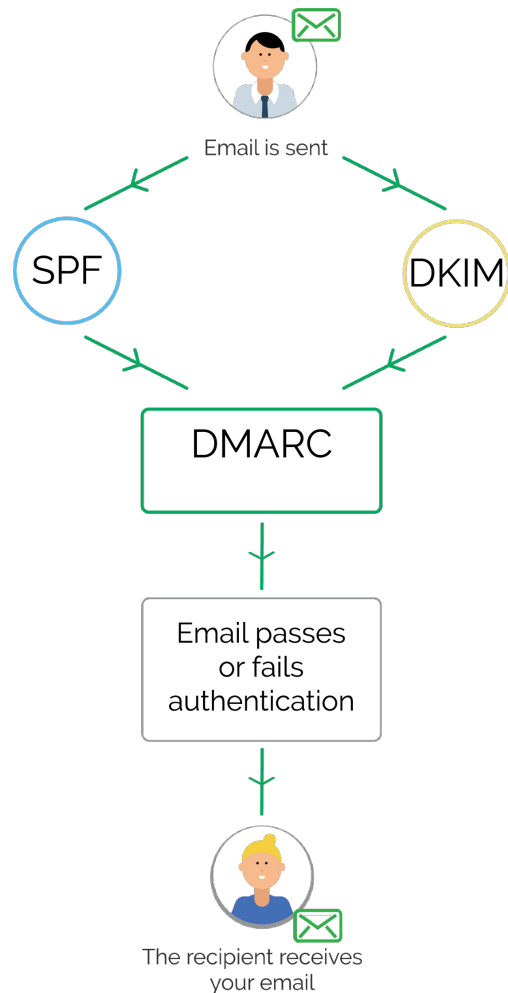
Push It:
Drag & Drop
Tools and
Template Tech

Walk This Way

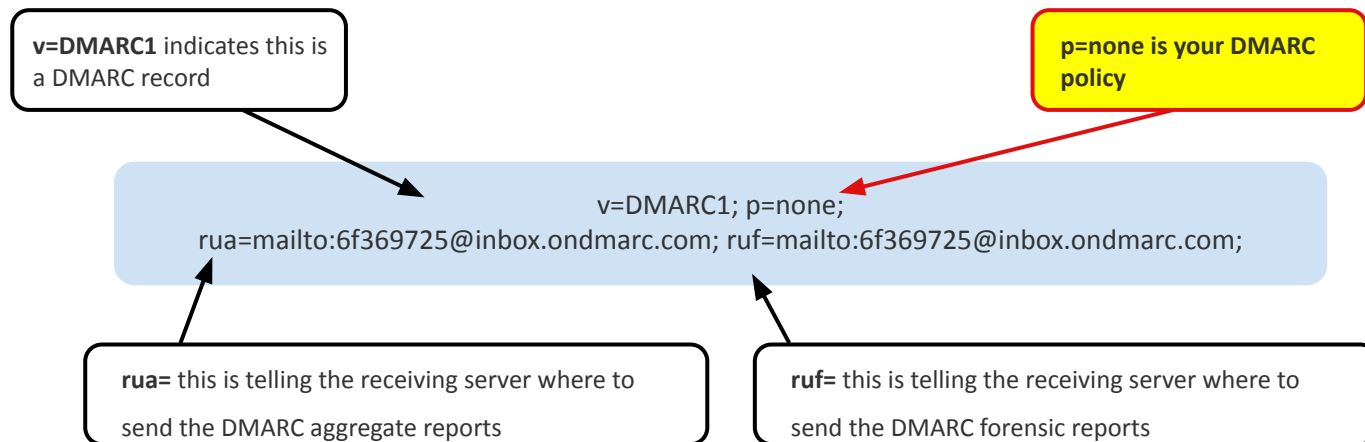Do an Audit of Your Entire Program Annually to Get Your Growth Roadmap.

Don't You Want Me: Implement DMARC

Email is sent

SPF   DKIM

DMARC

Email passes
or fails
authentication

The recipient receives
your email

1 | Email is sent

2 | Both SPF and DKIM are checked by the receiving server (that's the recipient's inbox) to determine whether or not DMARC has passed.

3 | If the email passes either SPF *or* DKIM, then DMARC passes. If it fails both SPF and DKIM, then the email fails DMARC.

4 | You must set up SPF and DKIM correctly for all your sending services that are legitimately sending emails on your domain's behalf.

What happens with the email that fails or passes DMARC depends on the DMARC *policy* you have published.

Example DMARC Record:

v=DMARC1 indicates this is a DMARC record

p=none is your DMARC policy

v=DMARC1; p=none;
rua=mailto:6f369725@inbox.ondmarc.com; ruf=mailto:6f369725@inbox.ondmarc.com;

rua= this is telling the receiving server where to send the DMARC aggregate reports

ruf= this is telling the receiving server where to send the DMARC forensic reports

Your IT Team Will Want This! https://redsift.com/guides/email-protocol-configuration-guide

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Pump up the Volume: Make Opt-in List Growth a Priority

Electric Avenue: AMP it up!
Bringing real-time interactivity to email
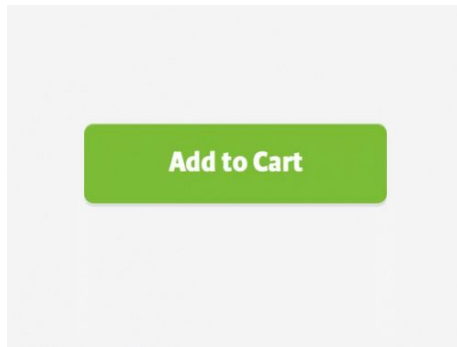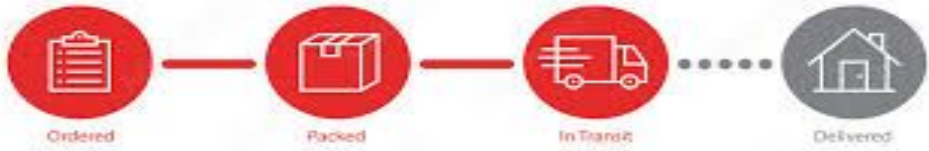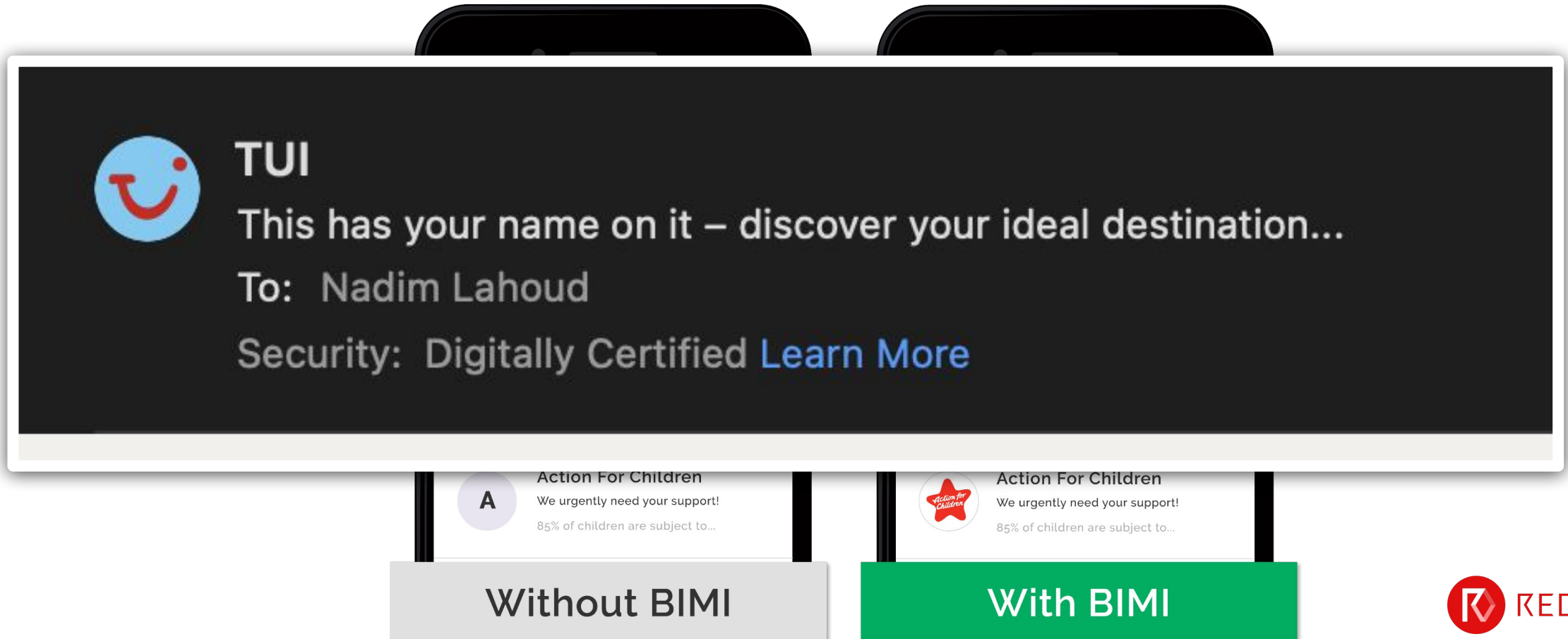
Be a Smooth Operator

Sign up for your competitor's emails and use ChatGPT to analyze them for an unbiased opinion on the copy/creative.

Just Can't Get Enough: Implement BIMI

Brand Indicators for Message Identification

Your trademarked logo next to every email you send

TUI
This has your name on it – discover your ideal destination...
To: Nadim Lahoud
Security: Digitally Certified Learn More

Action For Children
We urgently need your support!
85% of children are subject to...

Action For Children
We urgently need your support!
85% of children are subject to...

Without BIMI

With BIMI

RED SIFT

Under Pressure: Don't Include Social Media Icons in Your Email Footer

Rethinking Social Media Icons in Your Email Footers: A Necessity or a Nuisance?, Jeanne Jennings, Email Optimization Shop, April 16, 2024, hhttps://emailopshop.com/rethinking-social-media-icons-in-your-email-footers-a-necessity-or-a-nuisance/; Photo by David Clode on Unsplash

Don't Stop Believin': Deliverability TIP!!!

DO NOT SEND from your company internal email send domains.

Try @e.CompanyURL.com or @mail.CompanyURL.com

Voices Carry

Add a Sentiment Tracker

Did you like this email?

👍 Yes   👎 No

Just shut up.
Nobody here cares what you say.

Bust A Move: The BIMI with VMC Pyramid

The Techy Bit

- **DMARC is the foundation of BIMI**
  BIMI won't stop domain spoofing - that's DMARC's job.

- **Working in harmony**
  DMARC authenticates the email and BIMI authenticates the logo

- **Take note!**
  You need DMARC compliance before you can qualify for BIMI.
  p=none won't do it

Verified Mark
Certificate

BIMI
Record

DMARC
Record

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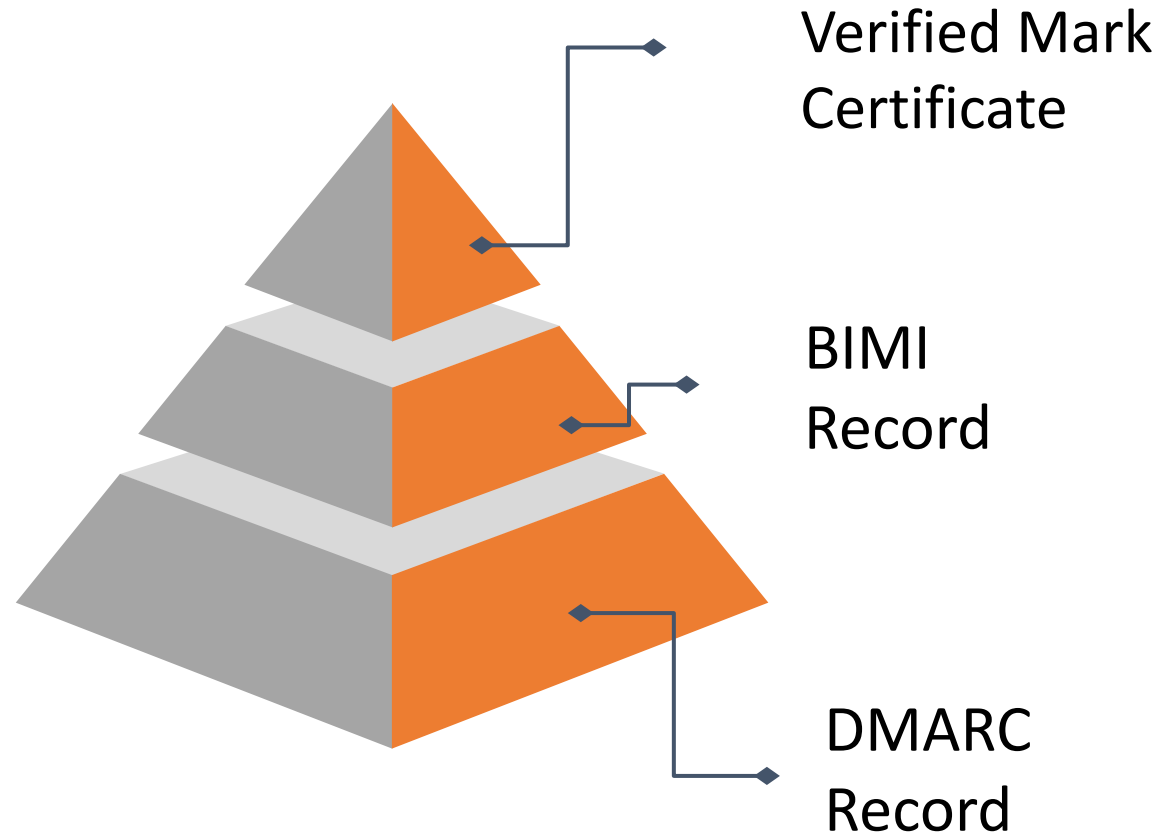
How Soon is Now: MBP Support for BIMI

We Belong:
Up Your Knowledge and Networking

- Community of email industry professionals

- Brand side, vendors, consultants, and agencies

- Weekly Zoom Discussions with Industry Thought-leaders

- Email list for questions, advice, and feedback

Join OI

Join
Only Influencers!
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Knowledge and Networking
for Email Industry Professionals

$20/month or $200/year

Email Innovations World

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Only Influencers, www.OnlyInfluencers.com

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Email Optimization Shop
Newsletter today!

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Optimization
SHOP

More Effective A/B Split Testing:
Boost Your Email Conversion...

Improve Your Marketing Foundations, Improve Your Marketing Performance
Benefits | Advantages, Journeys, and More

Fundamentals of Email Marketing Success
Tools | List Growth
Strategy | Tactics
Content | Design
Reporting | More

One subscriber will win a
Free Registration
to one of my
Live, Online Training Workshops
($675 Value)!

MAGLIO MARKETING

**GURU Conference
Exclusive Offer:
One FREE, 30-minute
consultation**

Must book by 10/31/24 and have
consultation by 12/1/24

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Unlocking Digital Excellence:
YOUR QUICK GUIDE TO ACCELERATING ONLINE PERFORMANCE

In today's rapidly changing digital landscape, staying ahead isn't just a strategy—it's a necessity. At Strategic America, we provide forward-thinking, actionable insights to empower your digital journey, ensuring you excel in every aspect from SEM to UX.

01 SEARCH ENGINE MARKETING (SEM)

Harness AI-Driven Automation Tools: Automate routine tasks to free up resources for strategic planning and innovation, driving more impactful results.

Evolve Your Keywords for Conversational AI: Update your keyword strategy to align with the growing influence of conversational AI.

Personalize Your Ads: Experiment with keyword and location insertions in Google Search ad headlines to enhance personalization and relevance.

02 SEARCH ENGINE OPTIMIZATION (SEO)

Optimize for User Intent: Deeply understand the specific questions and needs of your audience, tailoring your content to align with user intent for enhanced relevance and higher rankings.

Maximize Internal Linking: Leverage internal linking to distribute page authority effectively across your site, reinforcing content importance and boosting overall SEO performance.

Data Should Guide Decision Making: In SEO there is no such thing as 100% certainty, but data gets you as close as possible. Use insights from analytics to guide your strategy, test and adapt.

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and
Receive
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Only Influencers!

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OI NL EIW 2025

**2024 guide to mastering
Google and Yahoo's bulk email
sender requirements**

RED SIFT

Google

yahoo!

Red Sift Guide to Yahoogle

Score the Mixtape, Dude!

https://open.spotify.com/playlist/5UqIqWuVN5ZP0jaH9j9Qat?si=fd59da5ad8f24019

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Ask and we'll send you our deck!

Be sure to mention that you saw us at Guru!

Questions?

Photo by Annie Nyle on Unsplash