



INBOX BETTER 2020



Inbox Better - 2020 Edition

Copyright 2020 by Sendlane

All rights reserved. This book or parts thereof may not be reproduced in any form, stored in any retrieval system, or transmitted in any form by any means—electronic, mechanical, photocopying, recording, or otherwise—without prior written permission of the publisher, with the exception of brief quotations in a book review and certain other non-commercial uses as permitted by copyright law.

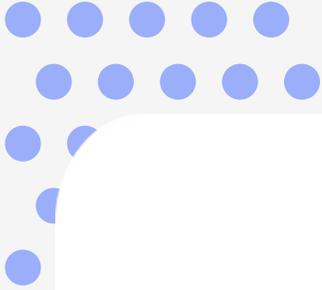
Printed in the United States of America

Third Edition, 2020

Sendlane
10620 Trenea Street - Suite 250
San Diego, CA 92131

www.sendlane.com

support@sendlane.com



New episodes every week to help you automate your marketing like a pro

Listen, download, subscribe and start creating a more predictable income stream by leveraging the power of marketing automation in your eCommerce store.

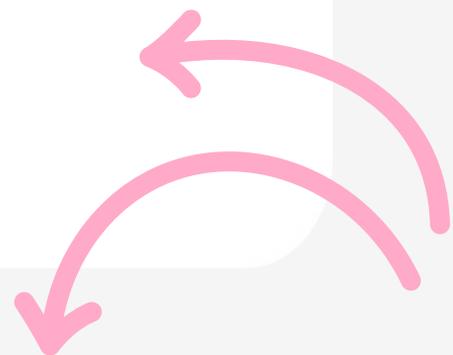


Table Of Contents

Letter to the Reader	5
What To Do Before You Even Think Of Hitting Send	6
How Your Sender Reputation Is Protected	7
Your Domain + Your Authority Website = Your Reputation	8
Best Practices for Your “from” Email Setup	9
The Power Of Testing	11
The Quickest, Easiest, and Best Way to Test	11
Test Emails and the Spam Folder	12
Gmail and Spam Issues	13
Email SEO – How Rules From Search Engine Optimization Now Apply to Email	15
Avoid Email “Curse Words” - The Spam Filter Is Your Worst Enemy	16
Gmail Content Rating	17
Copy and Paste Just Doesn’t Fly in 2020	17
The Importance Of Link Cloaking	20
Links and Best Practices	21
The Best Time To Send Your Emails	24
1. Industry Best Practices	25
2. Social Engagement for Your Audience	26
3. Letting Your Contacts Tell You!	26
Bonus Tips: Additional Email Marketing Considerations	27
1. Your First Email	28
2. What to Do about Unsubscribes	29
3. When to Use Long, Medium and Short Emails	29
4. Crafting Subject Lines	30
5. Staying Out of the Promotions Tab	31
Avoid Large Branded Company Names	31
Send Unique Content and Images	31
6. Behavioral Actions of the Reader	32
Need Help Finding Contacts, Getting Messages Opened, And Increasing Clicks?	33

Letter To The Reader

Regardless of your particular niche or strategy, email is the cornerstone of any business when it comes to both marketing and sales.

As an email marketer, you should already understand the basic customer journey - from the initial lead collection to the nurturing stage, and the continuous communication that's required to help turn that lead into a first-time buyer, and then a repeat customer.

In this book, you're going to discover not only the best way to get emails delivered, but also tips, tricks, and best practices to help increase open rates, maximize engagement, and generate more sales through your email marketing efforts.

This guide is based on real-world examples and case studies from the experience of our three co-founders who have used email marketing at their past and present companies, along with our team's combined experience delivering over 10 billion emails through the Sendlane platform.

At Sendlane, we've developed innovative new techniques, strategies, and software designed to provide amazing experiences for your email contacts.

During this process, we've worked with dozens of email marketing innovators, email hosts, domain providers, 7+ figure email-based entrepreneurs, and marketers just like you.

We've witnessed it all—either in practice or in research—and today is your chance to step inside our complete archive of what's working right now.

You're about to discover...

- How to set up your emails for success
- How to test your content to ensure successful delivery
- Email "curse words" to avoid (because they keep you out of the inbox)
- The ins-and-outs of link cloaking
- When to email (and why)
- Optimize automated email sequences
- The best ways to build trust with your contacts
- And much, much more!

Developed with tried-and-tested, real-world strategies marketers use to get more opens, drive more clicks, and generate more profit - these tips and best practices are sure-fire ways to optimize your email marketing.

Everything you need to know about how to be successful with email marketing in 2020 is included in this guide.

So, be sure you take notes and implement these ideas, because we know (for a fact!) this is what's working right now.

Good luck out there!

*Jimmy Kim &
The Sendlane Marketing Team*

P.S. If you're ready to discover exactly how Sendlane can help guarantee your emails are delivered to your audience... [Click here to learn more right now!](#)



What To Do Before You Even Think Of Hitting Send



Setting the foundation for delivery

As an email marketer,

You need to establish where you're sending from before you can worry about who you're sending to.

So, is your "From" email address setup the way it should be?

If you're not sure, your deliverability could be at risk... to the point where your messages could be marked as spam from the get-go, or blocked entirely from sending at all.

So, let's start with first things first:

Your email provider and the reasons why you should never choose a free email address to send your emails from.

For that, you need to get familiar with how email is regulated:

How Your Sender Reputation Is Protected

DMARC (Domain-Based Message Authentication, Reporting, & Conformance) is the email validation system that helps prevent email abuse, including spam, phishing, fraud, and other email-based scams.

This system authenticates your email address and confirms the messages you send are coming from a trusted company.

According to DMARC's most recent legislation, to send marketing emails you are required to have your own domain-based email address. So, not only is it a best practice to represent yourself as a brand (and authority) to your end reader, but it's actually illegal to send from a free email account.

Now, you need to know that DMARC is not just important for you as a sender, but also for anyone in your email audience.

Long story short: Most people in the world use free providers like Google, Yahoo, and Microsoft. In fact, over 90% of email accounts worldwide end in:

@gmail
@yahoo
@outlook
@hotmail
@msn
@live
@aol

Which means that if you were to try and use a free email account as a sender, your messages would be red flagged by over 90% of the email addresses you're trying to contact.

The end result: No one would ever see your emails!

To avoid the almost 100% chance of hitting the spam folder, you need to have your own domain, backed by a corporate or authority website.

This helps ensure that your emails will be trusted by more internet service providers since DMARC can validate that your from address is linked to a trusted company, using a legitimate domain and website.

This helps ensure that your emails will be trusted by more internet service providers since DMARC can validate that your from address is linked to a trusted company, using a legitimate domain and website.

Your Domain + Your Authority Website = Your Reputation

When you're thinking about your reputation and your domain, you need to also understand the importance of layering it with a website.

And no, that doesn't mean you can simply "redirect" your domain to a landing page... you actually need to create a legitimate website with real, unique content.

Your branded corporate website should be SSL secured and share what you do, your contact information, your sitemap, and your unique content.

Though this initial website setup can be considered "hefty" in nature, it's important to have a strong foundation for your domain and brand.

Basically, this step is a best practice not just for your email reputation, but for your overall reputation as a marketer!

Best Practices for Your "From" Email Setup

Once your domain and website are taken care of, it's time to set up your email inbox.

Now with your website hosting, you should have an option to set up an email inbox to send and receive emails.

Or you can use Google G Suite to establish your own email inbox inside of Gmail, for a simpler, cleaner interface, which costs about \$5 per month to start.

As we mentioned before, one of the obstacles you're always trying to avoid is the automated spam folder trap.

These "traps" are computer programs set to detect spam activity, and one of the triggers they use is the name you put before the "@" sign in your email address.

Upon initial setup, you'll create an address to "send from." You want to make sure this address does not contain any of the following:

- Admin
- Info
- News
- No Reply
- Reply

If your email address reads “admin@domain.com” **you’ll have a serious problem with spam filters.**

During our own multivariate testing and from researching the email automation and marketing industry, we’ve discovered that using “Admin@” or “Info@” or similar send-from emails is a popular practice.

Now, it’s true that many of the largest companies use “Admin@” or similar send-from names. But if you think about it, you’ll realize that they have everything they need to be cleared by email providers and Gmail’s spam filtering technology.

Their sender reputations are well established, and they’ve earned this clearance.

However, **your email address is not automatically cleared.**

In fact, since your **email address is an “unknown” to Gmail and other providers,** computer algorithms setup to detect spam will be monitoring the address, subject line, and content of your emails.

This is also one of the reasons you need to follow the next step I’m going to share...

But before we move on, let’s quickly recap what you need to set up to ensure the success of your email marketing:

- Your own domain
- A fully branded corporate website with SSL
- An email address (and inbox) dedicated for your email marketing efforts. (We suggest you loop this email with feedback to your support team so that the emails are reply-able as well)

Up next - let’s talk about why you need to test before you send!



The Sendlane Blog

The go-to blog for becoming a top 1% email marketer. Get best practices, tips, insights, and training on all things marketing and automation.



The Power of Testing



Let's not skip the necessary things

After you have the basics

Like your domain and email address setup, you need to start testing.

Testing is one of the most important parts of the email marketing process!

Why?

It helps ensure that the messages you send will actually be delivered to your recipients - and that everything looks the way you want.

If you don't test, your emails may end up in your contacts' spam folders without you ever knowing it!

Plus, it only takes a few minutes to do, so it's 100% worth it.

The Quickest, Easiest, and Best Way to Test

Before you start testing, you need to make sure that your "From" email address is not in your address book or whitelisted - this will skew your test. So before you do anything else, check to make sure that's all set.

Then, once you've decided on your subject line, have your email copy written out and all of your images, links, and buttons loaded up, simply send yourself a copy of the message.

Finally, check to see where your test email lands. Did you find it in your inbox? Or in your spam folder?

If you find it in your inbox - great! Send away!

If you find it in your spam folder, you have a problem.

Test Emails and the Spam Folder

Here are the four primary reasons emails end up in the Spam folder:

- Content
- Subject line
- Links
- Email address issues (or domain reputation)

These are in order, so you should go through the list from top to bottom if you need to troubleshoot email issues!

Gmail and Spam Issues

Remember, 90% of people you'll send to are using Gmail, which means it's really important to get familiar with how the spam filter process works for Gmail addresses.

Now in general, Gmail will first look at the email address you are sending from to determine if your message should go in the Spam folder. If a new contact has never received an email from you before, this is one of the first things Gmail's spam algorithms look for.

But, when you set up a paid email provider with your own domain, you shouldn't have many email address issues with a brand new address - especially if you are using Sendlane to manage your communications and lead capture.

That's why email address issues are the last thing on the list!

After the email address, Google spam detection algorithms look at the content and subject line of your email.

This process makes sense if you think of it like Search Engine Optimization (SEO). It's the same principle.

Much like website SEO, Gmail is looking to see if your content is unique and compares it against other content rated as spam by its users and algorithms.

Basically, if you're sending duplicate content, or anything that looks like spam, you're likely to land in the Spam folder.

For our purposes, let's call this "Email SEO."

Ultimately, the key to Email SEO starts with originality, because original, unique content is huge when it comes to inboxing.

Unfortunately, this is where a lot of marketers make their biggest mistake, so we'll cover Email SEO in-depth in the next chapter!

GMAIL'S SPAM DETECTION ALGORITHMS PROCESS



"SEND FROM"
EMAIL ADDRESS*



SUBJECT
LINE



EMAIL
CONTENT



*You shouldn't have many email address issues if you followed my instructions to set up a paid email provider, especially if you are using Sendlane.



Email SEO



How Rules From Search Engine
Optimization Apply To Email

Now, many marketers just like you have taken advantage of done-for-you content... I've even done it!

But the thing is, copying and pasting copy and images is exactly where most people go wrong!

If you send done-for-you content to your list, you're going to get caught in the spam folder because email providers (like Gmail) are out there looking for duplicate content.

When email providers see many different senders trying to deliver the exact same content to people, they get suspicious. And since they have programs setup to analyze and detect that type of behavior, they stop inboxing your emails entirely. Instead, your messages will be filtered right into the Spam folder!

So, anytime you're provided with done-for-you content you need to rework it before sending!

You can use the premade content as a guide, but make the emails your own to help increase your deliverability.

When you write your own copy, create your own images, and re-brand the content, making sure the emails are customized to you and your audience, you'll avoid the Spam folder.

This brings us to another important content issue - specific words you need to avoid!

Avoid Email "Curse Words" - The Spam Filter Is Your Worst Enemy

You should know that in addition to crawling for duplicate content, email providers also have filters on specific words that are frequently seen in spam emails.

A great way to understand this even deeper is to take a look at your Spam folder. Skim through the messages you find there and you'll quickly see patterns in the marketing spammers use.

One of the most obvious patterns are the words you'll find in their emails. Words like "free" and "guaranteed" get used all the time by spammers, which is exactly why you should be avoiding them!

At Sendlane, we refer to these as email curse words because they'll land you right in the Spam folder.

So, it's especially important to avoid these curse words in your emails... at least when you're just starting out.

You can use them, eventually, but you have to avoid them until you've established your sender reputation and have built up a strong history of opens, clicks and engagement built up.

As we just discussed,

Like traditional website SEO, email providers rate the content of the emails you send. They basically determine how original it is, if it's high quality, and if it's something people have seen before.

That's why we're referring to this process as Email SEO, and why content is the very first item on your email test list.

Email SEO revolves around the way Gmail and other providers' spam detection systems work. For example, algorithms around originality quickly scour your emails and determine the likelihood they are spam, whether the content is something your contact doesn't want to read, or whether your content is a promotional message.

At Sendlane, this process is called **content rating**.

Gmail Content Rating

Let's discuss content rating from the perspective of Gmail.

Gmail looks at all the content being sent to people using Gmail accounts. Their algorithms catalog the information, and store it in massive data centers for later use.

When you send an email, Gmail's spam detection system first analyzes your email address and your content, comparing what you sent against a giant database of other emails Gmail users have already received.

If your content is close enough to this to be considered a duplicate, your email will likely end up in the Spam folder.

The tough part is: **If you're marked as spam once, your emails may stay there forever.**

So...what can you do to prevent that?

Make sure your email content is original to you!

Copy and Paste Just Doesn't Fly in 2020

Pre-made content packages are one of the blessings and curses of modern email marketers.

Currently, when you become an affiliate, brand ambassador or partner for a product, you're often provided done-for-you content you can send to your list. Think images, banner ads, email copy - the works!

This premade content is full of compelling, but admittedly, generic copy that's designed to be just vague enough that it works for anyone promoting the product. Once you know your sender reputation is trusted, your messages are consistently inboxing (vs landing in the Spam folder), and people are engaging with your content, then you can consider using these words.

We've included 40 of the most commonly used email curse words here so you can get familiar with them:

The Top 40 Email “Curse Words”

1. #1
2. \$\$\$
3. 100% Free (or) Satisfied
4. 50% off
5. Act Now!
6. Amazing
7. Buy
8. Cash Bonus
9. Click here
10. Congratulations
11. Expect to earn
12. F R E E (or) Free _____
13. Friend
14. How To...
15. Income
16. Internet marketing
17. It's effective
18. Join millions
19. Limited time
20. Lose weight



21. Make \$ (or) Money
22. Mortgage
23. New customers only
24. No experience
25. Now
26. Offer expires
27. Opportunity
28. Order today
29. Per week
30. Prize
31. Promise you
32. Sign up free today
33. Stop
34. Success
35. Unlimited
36. Urgent
37. Vacation
38. While you sleep
39. Work from home
40. You're a Winner!

This list is the most common set of words that are definitely on the Gmail “mark this as spam” list.

Pro Tip: While it’s true that spam filters look specifically for these words, the chances of your messages being marked as spam will differ based on your own sending reputation. Maintaining your sender reputation with a hygienic and engaged list is key to being able to use these words more freely!

For a more complete list of the top 328 words you should avoid in your emails, check out [Email Curse Word Database](#).

While you are following this list, remember:
Your goal is always to stand out.

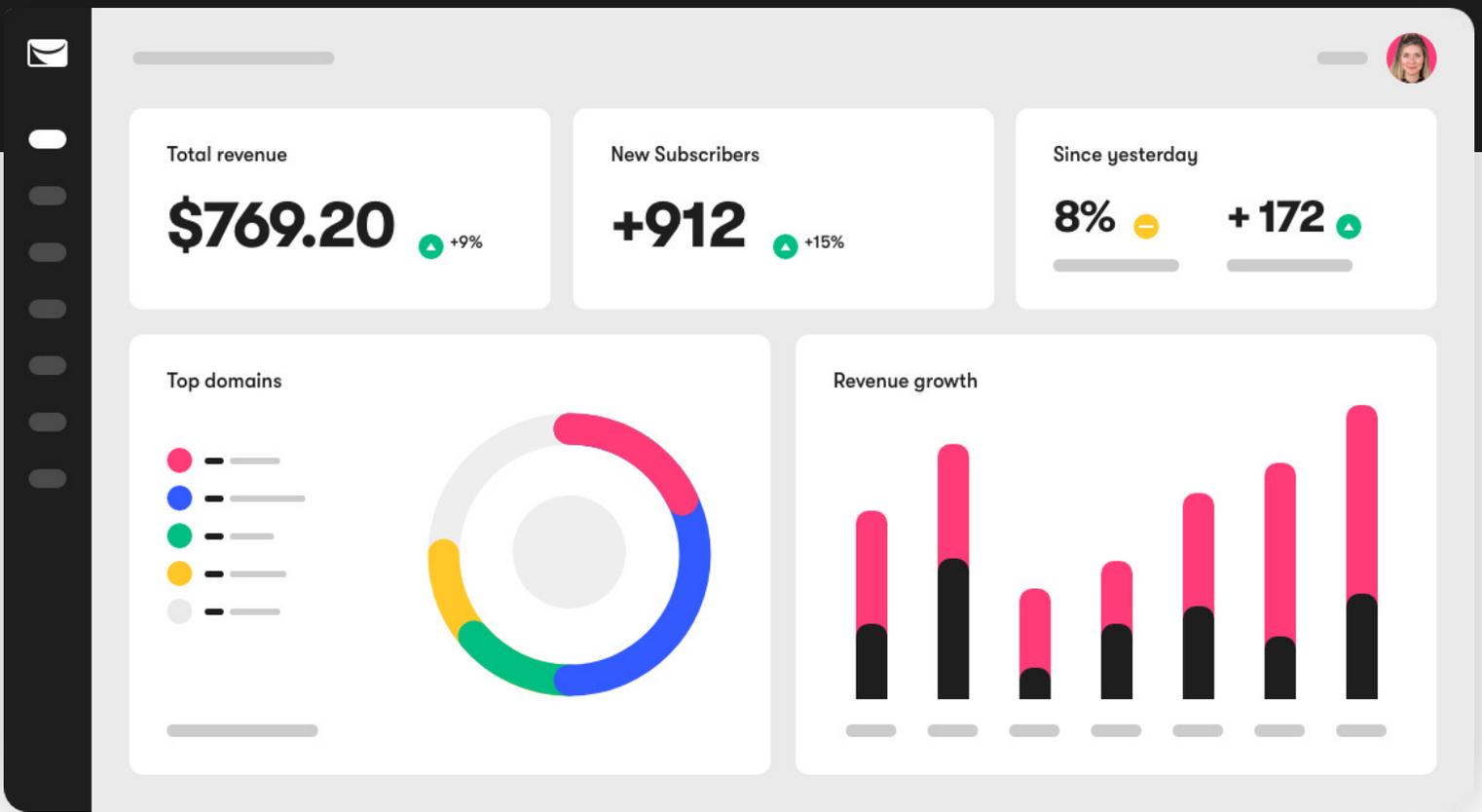
And it’s not just your contacts you want to stand out to.

You’re also trying to stand out when it comes to spam filters that are designed to find and block duplicate content. When you stand out as unique, spam filters recognize that you’re not sending the same old messages, just like everyone else!

So, my suggestion is to find creative ways to avoid these words, especially in your first few emails.

In the process, you’ll create better, more unique emails people will also be more likely to open and read!

Turn online shoppers into loyal, **lifetime customers** with email & sms marketing



Sendlane helps you generate more revenue, increase retention,
and automate personalized experiences for your customers.



The Importance of Link Cloaking



Optimizing For Good UX And Delivery

As an email marketer,

You're inevitably going to send the same link as another marketer in your messages.

You may be sharing a piece of interesting content you know people will love, you may have an affiliate link, you may have your own promotion...

It will happen.

Using the principles we've already discussed, think about how having the same links in your emails as other marketers will change your chances of hitting the inbox.

The most popular offers or digital marketing products usually earn hundreds of thousands of clicks.

But when hundreds of thousands of clicks occur on anything, well, chances are email providers are going to notice.

So, if a bunch of marketers are promoting the same popular product, email providers will take a look at the links everyone's sending and realize "UGH! All of these senders are using the same link over and over again."

What happens then?

The duplicate emails (especially the duplicates from senders with weak reputations) will end up in spam.

Fortunately, there is a way to prevent this from happening... and it actually does more than just get your emails around spam filters. It also helps protect your sender reputation!

It's called **link cloaking**.

Link cloaking (also called link masking) is a way of disguising the actual link by using a different URL.

Now, link cloaking is important for three different reasons:

1. You can change the visible URL of your link, making it appear to be an entirely different URL.
2. You can shorten the content of your link so it's cleaner and more appealing to look at.
3. You can change the destination URL on the fly, re-directing people to a different page anytime you may need to!

Plus, if you get a combo link cloaking/tracking tool, you'll also be able to track every single click!

Links and Best Practices

You should always avoid displaying a raw link.

Not only is it ugly to show the full raw URL of a link, but it also deters click-throughs!

Placing a link behind anchor text (aka the visible, clickable text in a link) is a much better option when sending.

Plus, split testing shows that more people click on embedded links than raw links, so make sure to embed your links in text or in a button!

Using a targeted word or phrase, a button (or both) helps deliver a clear CTA message to the user, which is more compelling and more attractive, incentivizing more clicks!

Plus, when you use a link cloaking/tracking tool, you also have more control over the links in your emails. Say someone clicks on an email days or months after you've sent it. Or a page goes down unexpectedly, or if you accidentally put the wrong link in your message (whoops!).

Now, your message has already been sent, so you can't change the content but if you have link cloaking in place, you'll be able to quickly and easily swap the destination URL on the back end.

The cloaked link that your contacts see will be exactly the same, the only thing that changes is where that link sends them, so they'll never even know there was an issue!

Here's a few examples of great link cloaking/tracking services:

[Rebrandly](#)
[ClickMeter](#)
[Pretty Links](#)

You can also find plenty of great options based on your business needs by doing a quick Google search!

Pro Tip: *Pay for a service or get a self-hosted solution. Although there are free services out there like Bit.ly or Google Link Shortener. Free means it's accessible to anyone aka spammers are also using the same service.*

Now let's talk about another consideration that won't help you get past spam filters, but will help get your emails opened!



The Best Time to Send Your Emails



From The Basics To Predictive Learning

Getting your emails read

Matters just as much as staying out of the spam folder.

Following the principles we just shared, you'll be able to make sure your emails actually show up in your contacts' inboxes.

Now, let's get people reading your emails too!

How?

By sending them at the exact right time!

When it comes to the best time to mail, you there are three primary principles you can follow:

1. Industry Best Practices
2. Social Engagement for Your Audience
3. Let Your Contacts Tell You!

You should really test all three yourself to see which works best for your audience, but let me explain all of them briefly so you can choose one to start with!

1. Industry Best Practices

First things first, there's a set of industry standards that you can go off of.

If you are just starting out and don't really have a defined data set to determine when to mail, this is what the standard schedule looks like according to established email marketing experts:

- 8am to 9am EST
- 3pm to 4pm EST

If you are mailing once a day, pick one of these two times. For twice a day mailing? Use both.

Just make sure you're not mailing the same contacts more than once per day. This leads to list fatigue, where you'll see a jump in unsubscribes, reduced open rates and more spam complaints.

This is an easy way to damage your sender reputation, which is definitely not a good thing - so we recommend only mailing each person on your list once per day!

2. Social Engagement for Your Audience

The second way you can test the best time to send is to use your Facebook Fan Page engagement to determine when your audience is active!

I've been testing it myself, and the results are actually pretty interesting.

Basically, all you have to do is check your FB Fan Page stats and see when your audience is interacting the most with your posts and content.

Once you find out when they are interacting the most, that's the time you mail.

By narrowing down the time your contacts are already highly engaged with you, you'll already know they're online, available and you are "fresh on their mind" making this the perfect time frame to send your emails!

By analyzing your contacts' social engagement, you'll really increase open rates.

But, we have one more testing strategy to cover, so let's check that out before you decide which route to take.

3. Letting Your Contacts Tell You!

One of the most powerful things that come into play with timing is the marketing automation platform you have.

Think about this:

Why would you guesstimate when you should send, when you could **have a tool automatically detect the best time for you?**

Leveraging tools like Sendlane's Machine Learning Open Predictability, you can skip the testing entirely!

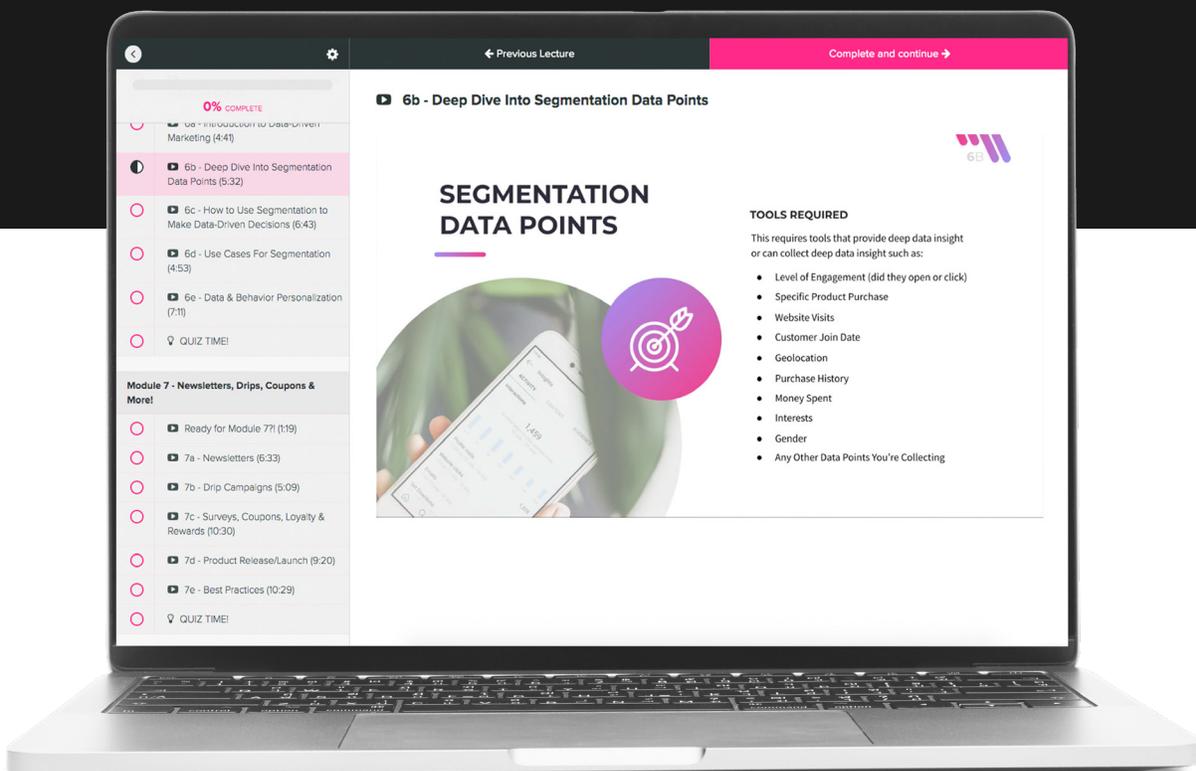
This optimized timing feature uses machine learning to analyze your contacts' previous behavior and historical data, automatically determining the best time to send every email.

The goal of this is simple: You want your messages to land in their inbox right when they're ready to open, which helps train your contacts to expect your emails at a certain time, so they're primed for engagement every time you click send!



The Ultimate Step-by-Step Email Marketing Course for eCommerce Marketers

Learn how to make email marketing the #1 revenue driver for your business. Get 57 video lessons, 10 course modules, PLUS the exclusive launch bonuses including expert interviews, case studies, checklists and more.





Bonus Tips



Additional Email Marketing Considerations

The ideas I've just discussed

Are excellent starting points to ensure your emails land in the inbox of your contacts every time you hit send.

As a quick recap, you need to:

- Develop strong content
- Make sure it is unique and in your voice
- Test your emails
- Train your contacts to expect emails at a specific time

And, remember to be patient with your audience as you build a relationship with every contact on your list!

These are some of the most important email lessons you can use to dramatically increase engagement.

But now, I'd like to talk about additional email considerations.

I'm putting these at the end, but it doesn't mean they aren't important! And while you shouldn't get too caught up on each one, as you test, tweak, and master your email list, definitely keep all five in mind!

1. Your First Email

Now, it's a best practice to deploy a welcome email as soon as a new contact joins your list.

But simply saying "Hello" just isn't enough. And frankly, it would be a wasted opportunity.

You need to know that this first email you send is one of the most important messages you'll ever deliver to your list.

People will read this message as long as you can get it in their inbox.

It will have the highest open rate. And the highest engagement.

That means you need to use this message to your advantage, make a good (and strong) first impression and set the tone for the emails you'll send next!

From this one email, new contacts will decide if they are going to open the next message you send.

So, be sure you put time and effort into the first email of your sequence. Showcase your personality, explain to your audience why they should listen to you and how you can really benefit them.

People want to see that you are a real person who wants to add value to their lives and help them through their problems.

Don't try to do this later. You'll be wasting your time.

Do it in your very first email and set the tone for your entire relationship with every contact who joins your list! benefit them.

People want to see that you are a real person who wants to add value to their lives and help them through their problems.

Don't try to do this later. You'll be wasting your time.

Do it in your very first email and set the tone for your entire relationship with every contact who joins your list!

2. What to Do about Unsubscribes

One of the biggest setbacks you'll face after you start to get emails out of the spam folder and into the inbox are unsubscribes.

People will click "Unsubscribe" and decide not to hear from you anymore.

You're going to wonder what you can do about it.

Our best advice is: **Don't do anything.**

Just let them go!

Focus on what you can do, and the impact you're able to make on the people who are still on your list!

3. When to Use Long, Medium and Short Emails

This is a question we get all the time.

People want to know how long their emails should be.

Short? Medium? Long? 200 words? 1,000 words?

What works best?

The thing is, there is no right or wrong answer.

For the best users and the best practices I've seen, you've got to mix it up.

Occasionally send a long email, send short updates here and there, and throw a medium email in there once and awhile.

Also, test different lengths and see what works for you:

Have higher CTRs on short emails? Use 'em! Longer emails are consistently working better? You have your answer!

Notice longer emails on Wednesdays work better for some reason? Go with it!

Now, one rule we always go by when writing emails is to ask: "How can I complete the story?"

With every message you send, you want to remind your reader why they are still on your list and what they get out of not just the specific email they're reading, but also the content you consistently send.

Tell your story (whether it's a content-based email, a promotional message, or a transactional communication) and make sure everything about your copy serves to drive home your goal for that message.

Figure out what length you need to tell your story, and use it! Have higher CTRs on short emails? Use 'em! Longer emails are consistently working better? You have your answer! Notice longer emails on Wednesdays work better for some reason? Go with it!

Now, one rule we always go by when writing emails is to ask: "How can I complete the story?"

With every message you send, you want to remind your reader why they are still on your list and what they get out of not just the specific email they're reading, but also the content you consistently send.

Tell your story (whether it's a content-based email, a promotional message, or a transactional communication) and make sure everything about your copy serves to drive home your goal for that message.

Figure out what length you need to tell your story, and use it!

4. Crafting Subject Lines

Subject lines are actually more important than the body of your messages.

They're what gets your email opened.

And when the average person receives over 145 emails a day, your subject line needs to stand out.

Picture your audience skimming through their inbox or dragging down the push notification on their phone. What's going to get their attention?

Some long, rambling headline that's a mouthful to read? Or something short, catchy, and to-the-point?

When you think about grabbing your audience's attention, you should always go for shorter and more compelling.

Your subject line has got to be 4, 5, or 6 words. And that's really the max you should use.

And remember — always avoid the words from the "Email Curse Words" list we gave you earlier! Never put these in a subject line.

Also, don't go crazy with punctuation or special characters like question marks and exclamation points. The more you have, the spammier your message feels... and the more likely your email will be flagged by email providers. So, just don't do it.

When it comes to your subject line - just honest about what's in the email, be clever and grab attention with just 5 words or so.

5. Staying Out of the Promotions Tab

The default Gmail inbox has a Promotions Tab which is to help create better organization for the user.

Though marketers dread the fact that their emails could be filtered into the promo tab - the reality is simple:

If you're sending promotional emails and you're not engaging your user with at least 20-30% open rates (or higher), the likelihood of your future emails landing in the Promotions Tab will increase.

So, here are some quick pro tips that can help prevent your emails from being filtered into the promo tab:

Avoid Large Branded Company Names

Don't drop big company names in your content. Think - Yahoo, Google, Alexa, Amazon, and others just like them.

Gmail's algorithms see these names and will almost immediately classify your message as promotional.

Send Unique Content and Images

As mentioned before, unique, original content is very helpful when it comes to getting your emails into readers' inboxes.

This works just like the content SEO strategy we talked about earlier. Email providers filter out emails that use the same content as others.

This includes copy, links, images - everything.

So, when you're adding copy to your emails, make sure everything is in your own words. When you're adding links, be sure to cloak them.

If you want to use an image, it needs to be original.

And yes, images do count. When you send a popular image in your email, you actually end up making it look like a lot of other content your contacts are getting.

Sending duplicate content, especially duplicate content that's promotional in nature, will get you filtered into the promo tab (or worse, the Spam folder) faster than you can copy and paste!



**Need Help Finding
Contacts, Getting
Messages Opened,
And Increasing Clicks?**



Grow your business faster with Sendlane!

Contact us for a free consultation and demo

[Click Here](#)

If you're looking for an easier way to manage all aspects of your marketing strategy without having to use 3, 4, 5, or more different software tools, I'd like to invite you to try Sendlane.

At Sendlane, we're a full-service, cross-channel marketing automation tool that connects your website, social media, and your marketing communications under one roof to help you send the right message, to the right person, at the right time.

Many of the principles I've described are fully automated within Sendlane. From simple newsletters and campaigns to behavior and event-triggered automation, our robust platform is designed to track, personalize, and automate your entire customer journey.

You can learn more about what we do right here: <http://www.sendlane.com>

At Sendlane, we can easily help you create professionally designed emails, automate the time they are sent, and optimize your entire marketing strategy specifically for your audience.

Click [here](#) to learn more or try us out and see for yourself!

Thanks for reading,

The Sendlane Marketing Team



This book was produced with a combined 30+ years of experience in the digital space and a vast understanding of the ever-growing, ever-changing landscape of digital marketing communications.

Sendlane is a cross-channel, multi-communication platform that empowers B2C and B2B businesses to track, personalize, and automate their communications, at scale.

If you'd like to learn more about how we can help grow your business, contact us for a free consultation and demo at <http://www.sendlane.com>