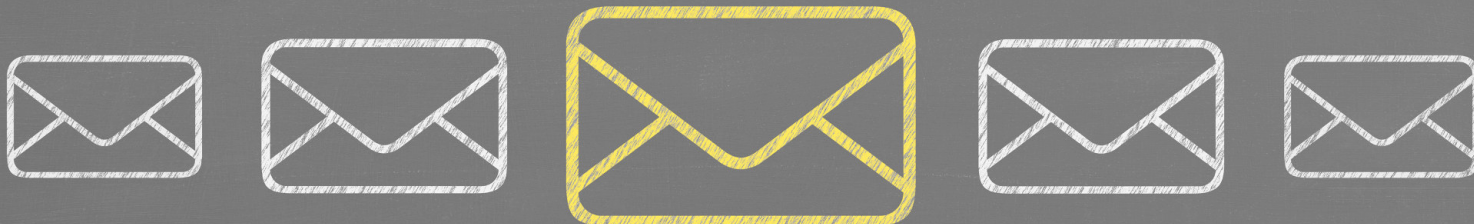


# SET FOR SUCCESS

TIPS AND BEST PRACTICES FOR EMAIL CAMPAIGN EFFECTIVENESS



## START WITH STRATEGY

Email marketing today can feel like a paradox. Low average engagement rates may frustrate prospectors and mislead them to devalue the channel, yet recent studies show that [80% of buyers prefer to hear from sellers by email](#). Email today is still in the top three distribution channels for businesses for a reason. The trick to threading that needle to maximize email prospecting ROI is strategy.

### WHAT'S YOUR WHY?

When done well, email prospecting is an excellent qualification tool for targeting the right potential customers for your product/service. This guide includes a toolbox full of technical campaign deployment best practices. For any one of these industry-tested measures to work though, you first must identify what the campaign's desired outcome is (**Goal**) and how you plan to get there (**Strategy**). **Strategy** is the roadmap that helps you identify which tactics and best practices to deploy to create optimal conditions for success.

An effective prospecting email strategy drives for optimized **Deliverability**, **Relevance**, and **Value** of campaign messaging. To get the most out of the technical toolbox that follows, first consider how your strategy will address these three elements.

## PREPARATION

### DOMAINS, DNS RECORDS AND AUTHENTICATION

It can be tempting to move straight into execution mode, but don't jump the gun before making sure your campaign is anchored in a solid foundation. Check the following off your list first.

**Domain Best Practices** - Right out of the gate when setting up email marketing subdomain name(s), you should create a subdomain based off of your organization's primary domain name (ex. [subdomain.primarydomain.com](#)). However, if you prefer to use a separate domain for high-volume prospecting email campaigns, it's strongly encouraged to use domains ending in **.com**, **.net**, or **.org** (Top Level Domains or TLDs) in order to avoid your messages getting flagged as spam.

**Domain Name System (DNS) Hygiene + Authentication** - Ensuring domain name ownership details are publicly available and that required authentication methods are in place are also necessities.

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## EXECUTION

### CADENCE AND CONSISTENCY

#### Domain Warm-Up

New domains or IPs without a recognized sending history can get flagged by email providers.

Luckily, there are expert-endorsed steps you can take to navigate past this hurdle. Read more via link below.

#### Cadence & Consistency

Timing and volume are core to the domain warm-up process.

- Send on a consistent schedule that [ISPs](#) can begin to recognize.
- Increase email volume incrementally—**15-20%** at a time—and stick with your established sending patterns.

#### Optimize Deliverability

In email marketing, engagement is king! The goal is not just emails in inboxes, but actual engagement with your content once it gets there.

There is a range of easy-to-implement tactics that can help improve your campaign delivery and engagement targets. Click the section link to review which options are right for your unique prospecting goals.



[→ READ MORE](#)



## MAINTENANCE

### PROTECT YOUR SUCCESS

#### List Upkeep

Now that you've invested time to apply the practices best suited for your campaign target audience and desired outcomes, don't risk going back to square one. Be sure to follow list hygiene measures to keep success metrics high.

#### Monitor Performance + Course Correct

Email deliverability metrics should be monitored closely and followed by swift issue identification and resolution.

In addition to removing bounces, it is also important to honor unsubscribe requests, take swift action on complaints, and have a policy for removing unengaged contacts at designated points in the campaign lifecycle.

#### It All Comes Back to Strategy

A solid maintenance process completes the strategy feedback loop, allowing for data-informed decisions about targeted follow-up messaging and responsive re-engagement tactics. Following a proactive, straight-forward, and (most importantly) consistent maintenance plan puts you in the driver's seat on the road toward sustained success.

Click below to learn more about crafting an upkeep process that's right for your business.

[→ READ MORE](#)