



INBOX DELIVERY :

For Successful Email Marketing for Lead Generation

By :



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Email Marketing: The No #1 Channel of reaching to your prospects in the modern world.

In today's world where internet is reaching far and beyond the imagination of any expert a decade ago, communication via email has become popular than ever.

Every business out there is using email communication as much as possible and with the rise of pocket-friendly mobile devices being able to deliver your emails right where you are, and cheap internet costs making it affordable to all, emails are seeing a high surge in their use.

Although chat applications like WhatsApp are gaining popularity for communication for individual users and small quick communications, emails are still dominant for B2B communications, Formal letters and business information.

This is why email is becoming the No #1 channel for marketers to reach out with their prospects and turn them into customers at a very affordable cost.

When it comes to reaching out to a large volume, with personalized messaging and tracking & analysis, Emails have left behind traditional advertising media like Newspaper, Television Ads and Billboard.

- Television, Newspaper and Billboards can reach to millions of people, but they can not personalize the message.
- You can not define and reach out the particular target group of people using the mass media communications.
- While Search Engine Ads & Social Media Advertisement can reach out to target clients, they can not deliver personalized Messages.
- You can not reach the decision-makers and know if they reacted on your message or not.
- You can not track or analyze the effectiveness of your campaigns, which means you do not have accurate data to improvise on

But the new channel also comes with its own set of new challenges now.



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The Challenges in Mass Email Marketing

Although sending emails to someone seems so simple with zero learning curve, it can impose huge challenges when it comes to being done at a scale.

Email marketing is certainly a great channel for reaching out your audience, but the fact that every campaign gets average 2% open rate, requires it to be done at a scale that can deliver a minimum required responses to make it effective.

This puts the marketers in a hast of collecting thousands of email addresses and try to push their message via some email software. But then often this comes at a cost.

- **The Emails get delivered into a SPAM folder**
- **The Email account gets banned by the Hosting provider**
- **The Domain name & IP address get Blacklisted by Spam Houses**
- **Your Sender Reputation goes down**
- **Google may penalize the domain (and your website) for such activity and restrict for future use.**

To avoid this you need to understand the key elements of a successful email marketing.



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3 Key Elements of Successful Inbox Delivery

#1 Target Recipient:

Most of the marketers make this basic mistake. They typically purchase a list of emails for dirt cheap rate from an unreliable vendor. These lists are promised to be updated, but often are not. The biggest problem is that these **lists contain generic emails like inquiry, info & sales.**

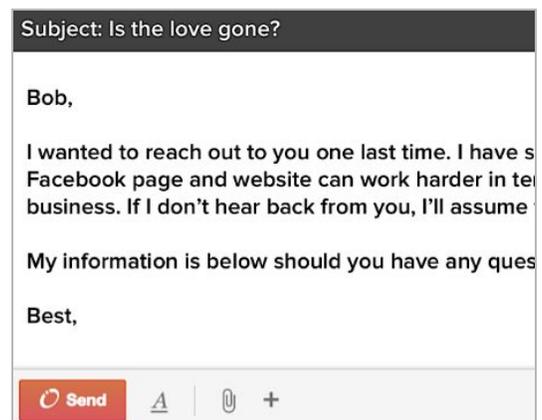
Sending emails to the wrong audience is an obvious reason to not receive a success. If you want to get business, you have to reach out the decision-makers.

Sending emails to personal accounts of the decision-makers is the No #1 Key to success in Email Marketing.



#2 Message Content:

This is the second biggest mistake done by marketers. Often they craft a message with a typical door-to-door sales pitch. A typical message sounds like ' Hi I am xxx from yyy company, and we are providing zzz services'. **Such messages are not less pathetic than the cold calls we get from the credit card or insurance companies.**



Content is the biggest part of an email, and ESPs can often recognize them quickly. ESPs like Google has advanced algorithms to scan and filter out messages that look spammy.

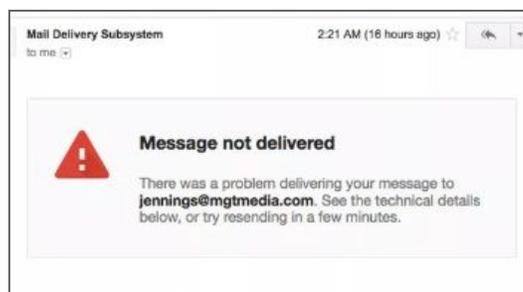


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Sending emails with personalization such as Name of the person, Company and reference, makes the email authentic and get better chance to be delivered in the Inbox.

#3 Bounce Rate:

The moment the ESPs recognize that the emails you are sending are not getting delivered, and are bouncing back, they understand that you are not sending to an audience that you know, or who have subscribed for your services.



The biggest signal ESPs gets about spam is with the Bounce Rate.

As a rule of thumb, **if your bounce rate goes above 3%** (which means 3 emails out of 100 you sent, bounces back), **the ESP starts flagging you as a spammer.**

This is why, the most critical part of the success of your email campaign, is sending only to email addresses to which emails can be delivered, and AVOID BOUNCES.



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Bonus Tip: Avoid SPAM-TRAPs & HONEY-POTs



Spam traps are fake email addresses created by the email providers and servers, to catch emails that are spamming. Also, there are disposable email addresses which are created temporarily on the servers are not published.

Any email sent to these email addresses is immediately recognized as spam, as they do not subscribe to any list.

If your email list contains any of such email addresses, you are going to be flagged as a Spammer, and get Blacklisted.



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Benefits of Getting your email list cleaned before sending your email campaign.

There are several benefits of getting your email list cleaned for validation of emails before you set up your email campaign.

Removes Invalid Email Addresses

We use a unique system that identifies and removes invalid email addresses from your list. The emails that are having syntax errors, wrong email ids, expired domain names or maybe full inbox are removed to ensure that you get a clean list.

Benefits -

- Lowers bounce rate under thresholds required by many ESP
- Protects your IP reputation and increases deliverability
- Improves campaign performance and inbox placement

Abuse Email & Spam Trap Removal

Our system detects such emails and removes from your email list so that you can be safe while sending your campaigns.

Benefits -

- Protects your IP reputation
- Increases deliverability



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Catch-All Validation

Catch-all email addresses are email addresses that are not existing but can accept any emails sent to a wrong email address. If you are sending email to them, no one is going to read it.

Our system removes such catch-all emails so that your emails can go to people who will read and respond to them.

Benefits -

- Increases the number of non-risky emails you can send to.
- Don't waste leads! Identify catch-all addresses with online activity

Avoid Disposable Emails

Disposable email addresses are created for temporary use and then they are deleted by the servers. Many times these are created for testing purpose on the server.

Our system removes such disposable emails so that you can save on money spent on sending emails to them.

Benefits -

- Ensures better response rate from the email.
- Saves your email marketing budget by avoiding fake/unuseful emails.

#Bonus: Saves You Money.

Email marketing campaigns have **costs based on the number of emails sent, and not delivered. This means you will be paying even for wrong email id, or an email which is bounced.** Validating your list saves you a lot of money in email marketing credits.



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Example validations & cost-savings for real clients.

Here are two great examples of how email list validation can save a client from getting blacklisted, and save huge costs for email sending credits.

<p style="text-align: center;">Only-Emails.csv</p> <p style="text-align: center;">July 16, 2019</p> <div style="text-align: center;">  <p style="font-size: 24px; font-weight: bold; margin: 0;">489,965</p> <p style="margin: 0;">Emails</p> </div> <ul style="list-style-type: none"> ● <u>Deliverable</u> 33,933 ● <u>Risky</u> 62,525 ● <u>Undeliverable</u> 351,128 ● <u>Unknown</u> 42,379 	<p style="text-align: center;">Only-Emails-2-150K.csv</p> <p style="text-align: center;">July 16, 2019</p> <div style="text-align: center;">  <p style="font-size: 24px; font-weight: bold; margin: 0;">149,481</p> <p style="margin: 0;">Emails</p> </div> <ul style="list-style-type: none"> ● <u>Deliverable</u> 14,984 ● <u>Risky</u> 19,366 ● <u>Undeliverable</u> 102,734 ● <u>Unknown</u> 12,397
Original List - 489,965	Original List - 149,481
Valid Emails - 33,933	Valid Emails - 14,984
Cost saved - 93%	Cost saved - 89%



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Our Clients



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make it simple

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