

#3: EVALUATE YOUR CONTENT & MESSAGING



**The final piece of the puzzle comes down to content,
and handling the expectations of your subscribers.**

SET CLEAR EXPECTATIONS

A

A. SET CLEAR EXPECTATIONS (WHAT TO EXPECT FROM YOU AND WHEN TO EXPECT IT.) MAKE YOUR PRIVACY POLICY SIMPLE AND CLEAR.





SET CLEAR EXPECTATIONS

A

**INCLUDE A WELCOME EMAIL WITH
"WHAT TO EXPECT" AND HOW TO
WHITELIST YOU.**

TEST CONTENT AND TIMING

B

B. TEST CONTENT AND TIMING
TEST THE FREQUENCY OF YOUR
EMAIL MESSAGES AS WELL AS
THE TIMING.



REVIEW, EVALUATE AND MODIFY

C

**WATCH WHAT PEOPLE
ARE RESPONDING TO**



REVIEW, EVALUATE AND MODIFY

C



**FIND OUT WHAT'S CAUSING
PEOPLE TO LEAVE YOUR LISTS.**



REVIEW, EVALUATE AND MODIFY

C

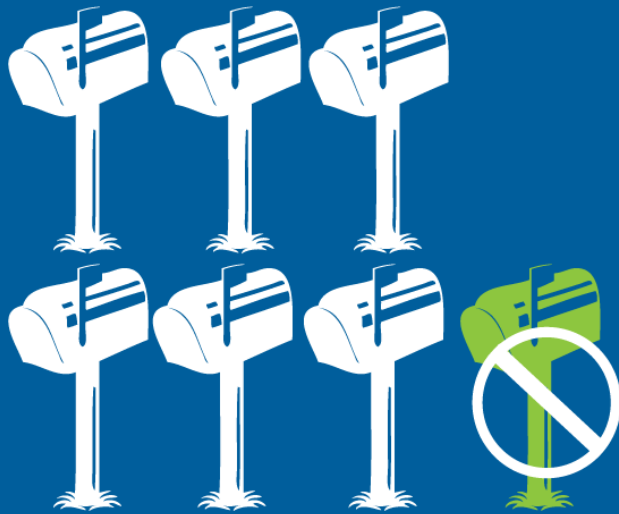
**KEEP YOUR BAD ADDRESSES
(HARD BOUNCES)
TO LESS THAN 3%**



< 3%

REVIEW, EVALUATE AND MODIFY

C



**REMOVE FULL MAILBOXES
AFTER A MAX OF 7 ATTEMPTS**



REVIEW, EVALUATE AND MODIFY

C

**KEEP YOUR SPAM COMPLAINTS
UNDER 0.01%.**



REVIEW, EVALUATE AND MODIFY

C



HIGH COMPLAINTS WILL ALSO CAUSE THE ISPS TO FILTER YOUR EMAIL MESSAGES TO THE JUNK FOLDER, AND MAY MAKE IT VERY DIFFICULT TO GET YOUR CAMPAIGNS BACK TO THE INBOX IF THE PROBLEM PERSISTS FOR A LONG TIME.



REVIEW, EVALUATE AND MODIFY

**WATCH UNSUBSCRIBES
REGULARLY TO EVALUATE THE
TYPES OF CONTENT THAT CAUSES
SPIKES IN COMPLAINT RATES AS
WELL AS PROBLEMS WITH
INDIVIDUAL CAMPAIGNS AND
AUTORESPONDER
MESSAGES.**



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get access to helpful tools and
recommended resources that will
help you improve your email
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