

HOW TO REDUCE YOUR SPAM COMPLAINTS



FOR MAXIMUM SUCCESS...WHEN IT COMES TO SENDING

HOW TO REDUCE YOUR SPAM COMPLAINS

For maximum success in this day and age, it comes down to sending the “right message, at the right time, with the right frequency”.

You might be saying, “But wait! Everyone on my list has opted in to receive my emails. It’s not spam!”

And, yes, that would be correct in that you are not sending “unsolicited” email, but incorrect in that you are sending “wanted” mail!



REASONS WHY PEOPLE COMPLAIN

Reasons People Complain!

- They don't recognize you as the sender (i.e. Instantly change who the messages are coming from and they don't recognize the name).
- They forgot they signed up (too little frequency in your messaging).
- You send **TOO MANY** emails! (too **MUCH** frequency in your messaging).
- The information you're sending to them is no longer relevant.



HOW TO REDUCE COMPLAINTS

- Your unsubscribe process is not simple! (Hidden unsubscribe link or an unsubscribe link that takes them to a page where they have to re-enter their details, for example).

How to Reduce Complaints

1. Manage Your Feedback Loops.

Any time someone clicks the “spam” button in your email client, they should be removed from your list immediately.



2. Be clear with your opt-in process/subscriber expectations. What are they opting in “FOR” and how often are they expecting to get emails from you?

HOW TO REDUCE COMPLAINTS

3. Use your “From Address”, “Subject Line”, and “Preview Pane” as branding elements. (For example, use the same from email address/domain name every time you send and ask new subscribers to proactively whitelist you)

Resource: <http://www.emaildelivered.com/whitelist-generator/>

4 Make the opt OUT process EASY! Don't hide your unsubscribe text in 2pt font at the bottom of your message, require subscribers to re-enter their email address after they click the link, etc. KEEP IT SIMPLE! (Otherwise, they're going to hit the “spam”

5. Monitor the “reply-to” email address. In other words, don’t use a do-not-reply@yourdomain.com! You want people to be able to request to unsubscribe by sending an reply email.

6. Test Frequency of Emails. If you send too many emails, you may overdo it. If you don’t send enough, they won’t remember who you are. (Remember, everyone is inundated with informatio these days and out of sight = out of mind!)

7. Offer a “Manage Subscriptions” page where people can downgrade their subscriptions. (For example, instead of your daily email, they can choose to get only your once/week digest).

