# #2: MANAGE YOUR EMAIL LIST

# DON'T BUY LISTS!

IT'S GENERALLY A BAD IDEA TO BUY LISTS. PURCHASING AN EMAIL LIST VIRTUALLY GUARANTEES HIGH COMPLAINTS AND POTENTIAL SPAM TRAP HITS.

# IF YOU STILL DECIDE TO PURCHASE LISTS DESPITE THIS RECOMMENDATION

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## HOW THE LIST WAS ACQUIRED (AND CONFIRM THEY EVEN HAVE THE RIGHT TO RENT/SELL THE LIST)

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AGE AND LAST USE OF THE DATA - AND A SAMPLE OF THE LAST MESSAGE WHAT WAS SENT TO THEM

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3

# HOW THEY MONITOR AND MAINTAIN COMPLAINERS

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4

# HOW THEY HANDLE BOUNCES

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# HOW THEY MANAGE THE OPTIN STATUS OF THE SUBSCRIBERS

# ALWAYS WARM UP NEW IPS

B

WHEN YOU'RE WARMING UP IPS, SEND TO SMALL BATCHES, OF YOUR MOST RECENTLY ENGAGED SUBSCRIBERS AND CONSISTENTLY INCREASE OVER THE NEXT FEW DAYS /WEEKS.

# PROCESS BOUNCES

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KEEP THEM BELOW 2-3% OF YOUR TOTAL CAMPAIGN.

# PROCESS BOUNCES

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MONITOR BOUNCES AND TAKE IMMEDIATE ACTION ON ANY ISSUES REGULARLY.

# FOCUS ON ENGAGEMENT

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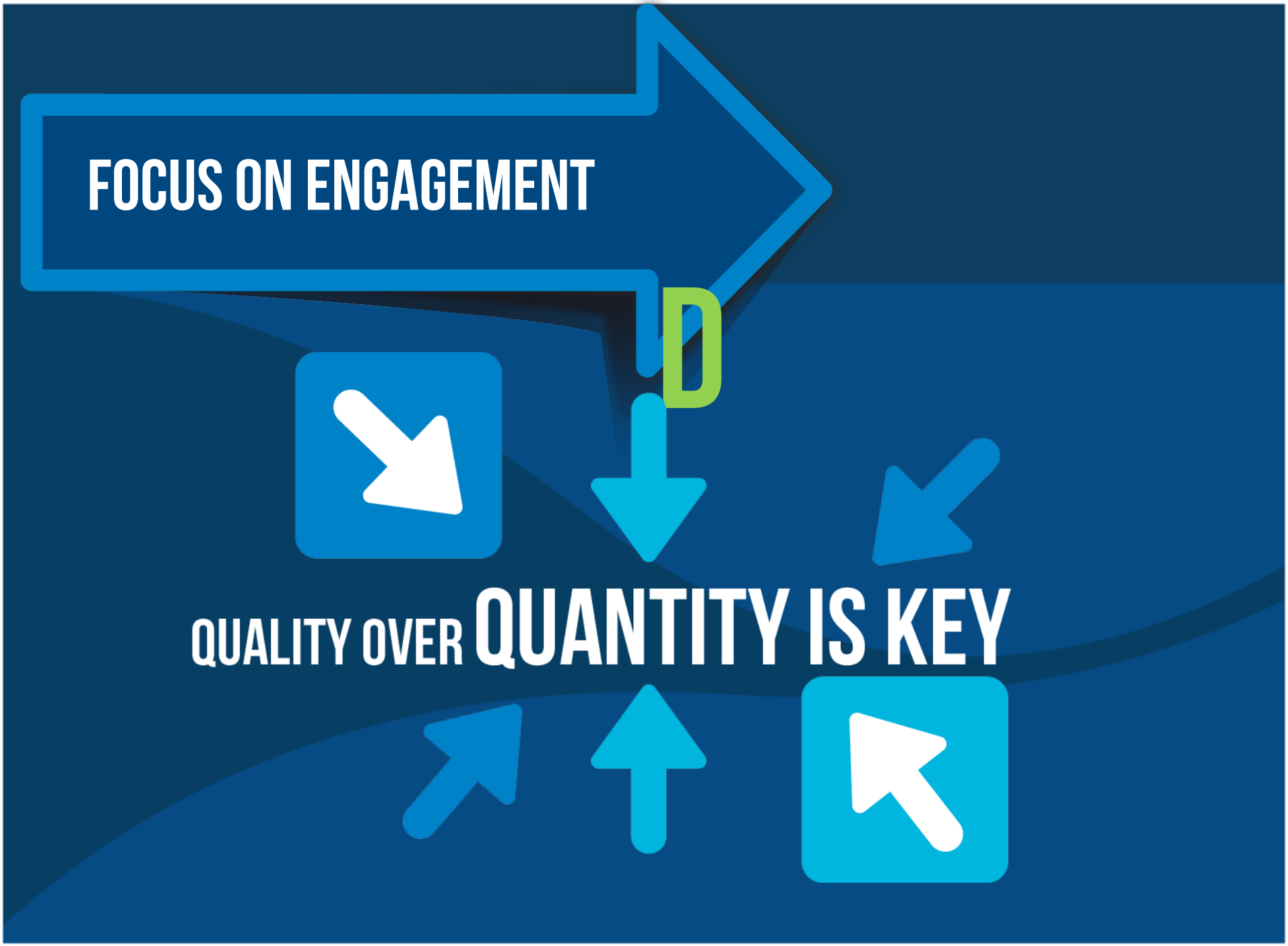
SEGMENT SUBSCRIBERS BY BOTH THEIR OWN "STATED" PREFERENCES AS WELL AS THEIR ACTUAL BEHAVIOR


FOCUS ON ENGAGEMENT
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QUALITY OVER QUANTITY IS KEY

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