

BEE-MAIL RULES!

Here are some tips to break through the email clutter to best deliver information and inspire action!

Subscriber Management

- Relevance.** Segment your email subscribers at the point of signup and as actions are taken. That way they're more likely to open, click, and not mark-as-spam or unsubscribe because they are receiving the most relevant content.
- Metrics.** Let your data tell you what works best for your subscribers. A/B test variables like day of week, time, tone, content, imagery, and call-to-action to learn preferences.
- Hygiene.** Even email lists need good hygiene! Unsubscribe bad emails after every send to avoid a spam penalty. Best practice is to remove subscribers who haven't opened anything from you in the last six months.
 *As a last attempt to re-engage inactive subscribers, you might send a "We're sorry to see you go" re-activation message.*
- Unsubscribes.** As part of your unsubscribe user flow, ask the user their reasons for leaving. This will give you helpful feedback and also help prevent spam reporting.

Sender Selection

- Name length.** Keep the sender's name under 20 characters to be fully readable in inboxes.
- Sender recognition.** The messenger can be as important as the message itself! Select different senders depending on the content.
- Reputation management.** Did you know your sender domain has a reputation score that can impact deliverability? Change your sender domain if it's in poor standing.
 *Check your domain record using senderscore.org or mxtoolbox.com.*

Content That Clicks

- Automate.** Set up activation messages for common scenarios, such as welcome, event reminders, and action thank yous.
- Personalization.** Use merge tags to pull in personalized information, like the subscriber's name, location, date joined, etc.
- Subject lines.** Experiment with different keywords, tones, teaser levels, and even emojis.
- Preview text.** Make good use of the preview text that appears in the recipient's inbox.
- Format.** Keep your mobile audience in mind by making content vertical-friendly. Do this by breaking up dense text and centering and properly sizing images. Use a prominent button or other interactive feature for your call-to-action.
 *Avoid language likely to be tagged as spam by using isnotspam.com.*
- Review.** Check hyperlinks, read aloud to a peer, and confirm rendering across platforms.
 *Test across popular email programs and devices with emailonacid.com.*

Contact **Beekeeper Group** to see how else your email program can be calibrated for success.