

*Fresh!*

Invigorate  
Your  
Brand

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## Appendices

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### Appendix 1 - Techniques for Improving Email Deliverability

ISPs filter email to keep their customers from being spammed— AOL alone blocks over 1,000,000,000 emails every day. With numbers like these, you'd expect some legitimate emails to get caught in the filters. However, studies show as much as 19% of permission-based emails never make it to the subscriber's mailbox. Here are some tips to help improve the deliverability of your campaign.

- I. Test your email for deliverability by creating accounts on AOL, Hotmail, & MSN, and then sending email to yourself.
  - a. If your emails don't go through, you've got a problem.
- II. Tips to get past the spam filters
  - a. Avoid ALL CAPITAL LETTERS in subject line.
  - b. Reduce CAPS IN BODY.
  - c. Avoid symbols like !!! and \$\$\$.
  - d. Avoid words like FREE, guarantee, spam, credit card, viagra, sex, cash.
  - e. Avoid phrases like "click here", "be amazed", "free offer", "be your own boss", "your income", "subject to credit approval", "earn xxxx per week", "check or money order", "print out and fax", and "call now".
  - f. Use bright colors and large fonts sparingly.
  - g. Use date, month, and frequency to reduce spam score.
- III. Get yourself added to their address book (on each email, ask to be added to the address book, or to be on the "safe sender" list if there is one.)

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### Appendix 2 – What to Test

*Here is a list of things you can vary from email to email. By measuring the results you get with different configurations, you'll learn what works best with your target audience.*

Subject lines

Sender lines

Personalization

List segmentation

Greeting text—content

Greeting text—style

Body text—content

Body text—style

Closing text—content

Closing text—style

Images

Offer / promotions

Response buttons

Day / time sent

Color

Pricing

Free trial

Html vs. Text-only

Unsubscribe

Taglines

Creative

Press mentions

Store locations

Phone numbers

Animations

Charts

Strikeout text

Signatures

Testimonials

Celebrities

Polls / surveys

Call to action

Sound

Numbering

Themes

Discounts/coupons

Refer a friend

Click to talk

Email sign-up

Cover email