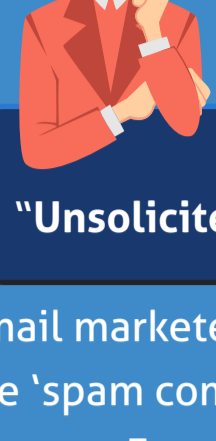




How to Steer clear of SPAM filters

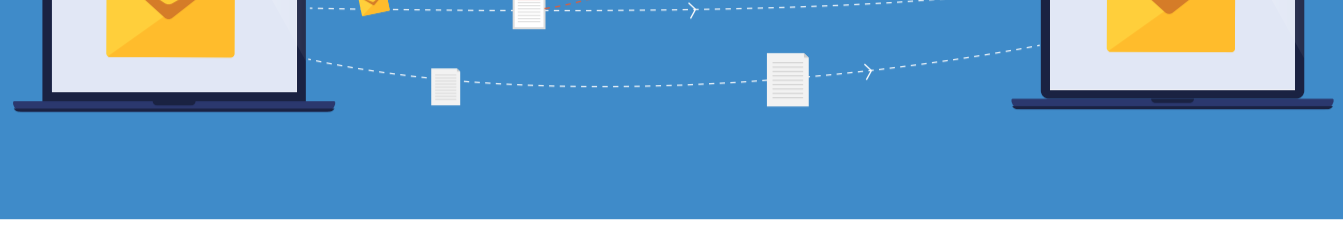
Most people believe that email marketing is just a fancy way of spamming. It leads to them having their shields up with a functionality called 'Spam Filter'. As marketers, we want to do everything to steer clear of spam filters. Here's a quick take on the 'know-how' of avoiding spam filters.



Why is spam formidable for email marketers?

"Unsolicited bulk mail" is what spam is

Email marketers fear getting reported in the 'spam complaint' category – Abuse Reports. Even a few abuse reports may get your IP address blocked, depriving you of sending emails, ever. The spam complaint limit is 0.1% or 1 per every thousand emails.



How to intercept erroneous abuse reports?

Here's a checklist to stay on guard for, before sending out your email campaigns:



Consent

To stay on top of the email marketing game, ensure that you have a clear, explicit, unambiguous, and documented opt-in consent from the customer.

Timing

Send emails to your prospects soon after they opt-in. Don't wait around too long because you'd then run the risk of them forgetting that they opted in to receive communication from you.

Frequency

A higher frequency isn't necessarily better. You could ask the customers who have opted-in if they have a preference as to how often they'd wish to receive communication from you.

What are spam filters?



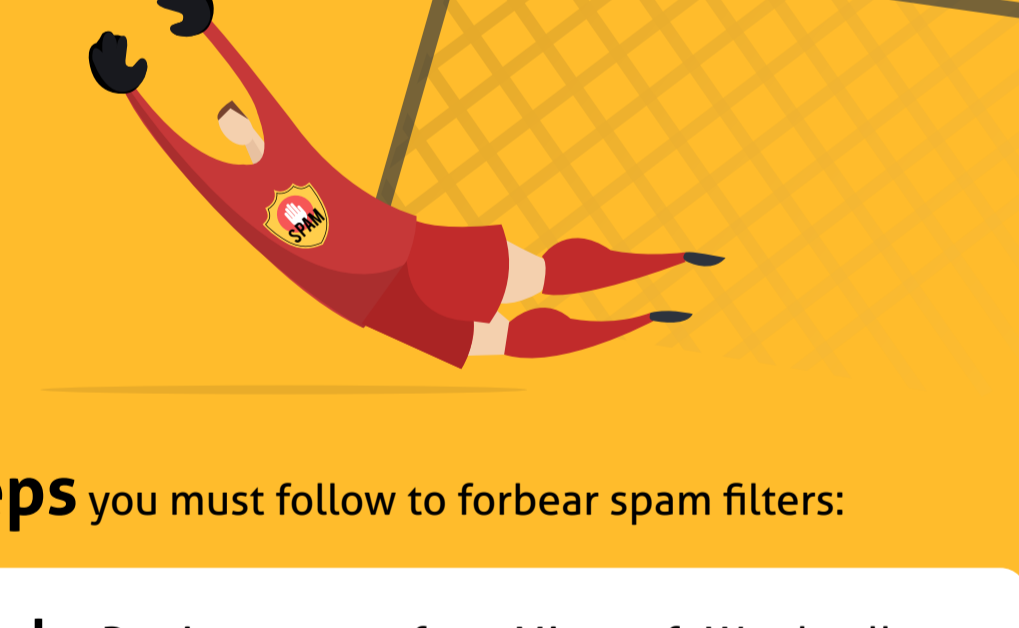
Spam filters scan emails like X-rays, scrutinizing your email content, sending reputation, and recipient engagement, before declaring them spam. If your sending IP reputation isn't great, it would have a negative impact on the deliverability of your emails. The most commonly accepted authentication standards are:



- Sending Policy Framework (SPF)
- DomainKeys
- DomainKeys Identified Mail (DKIM)

The intent of these standards is to separate spammers and phishers from legitimate marketers. Warming up your IP address over 2-6 weeks is extremely important and the magic spell is to not send out emails to every prospect in your database right at the get-go.

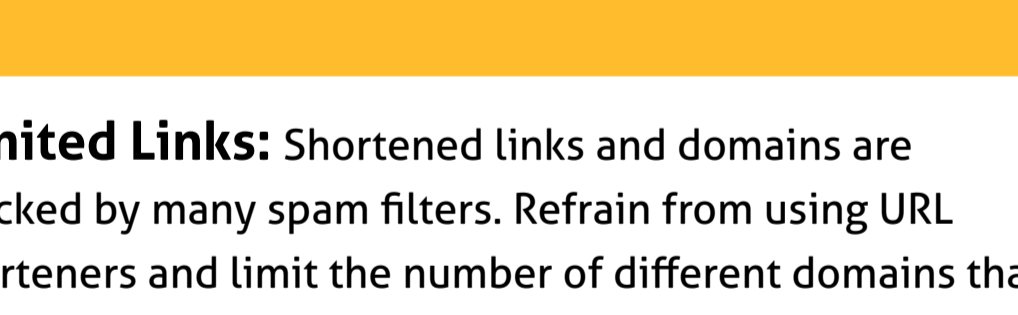
How to abstain from spam filters?



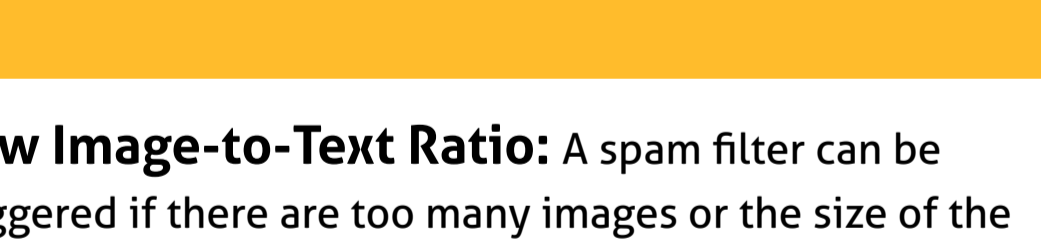
Here are **5 steps** you must follow to forbear spam filters:



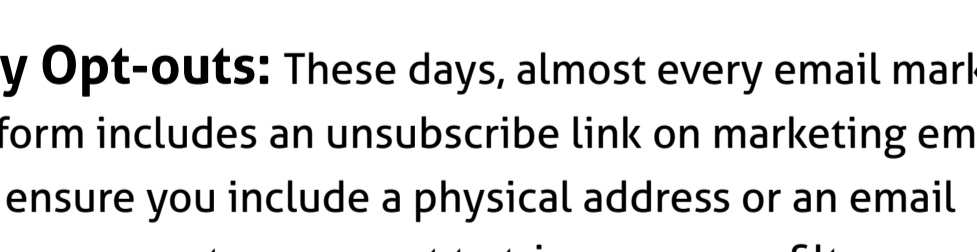
Clean Code: Pasting content from Microsoft Word pulls in style tags and other codes, making your email HTML slapdash and messy. Keep your code clean, or use the "Paste From Word" Button.



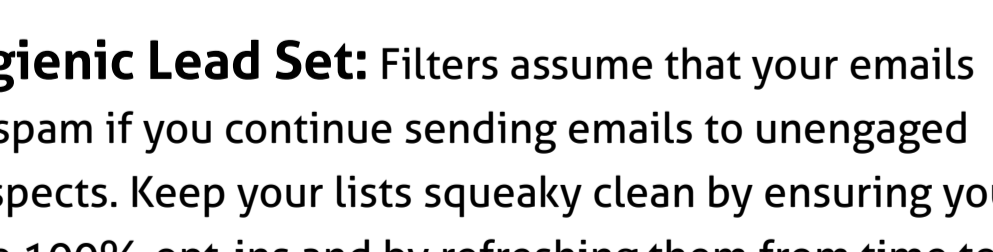
Limited Links: Shortened links and domains are blocked by many spam filters. Refrain from using URL shorteners and limit the number of different domains that you link.



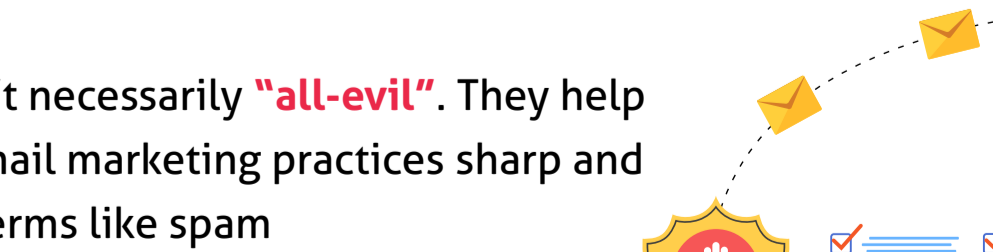
Low Image-to-Text Ratio: A spam filter can be triggered if there are too many images or the size of the image is too large in comparison to the text in an HTML email. In case your recipient is unable to view images because of those being blocked by the email client, use alt tags that describe your images.



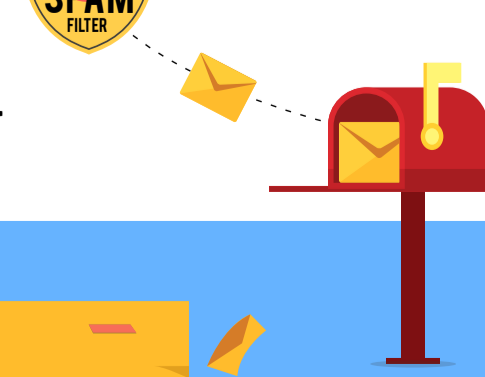
Easy Opt-outs: These days, almost every email marketing platform includes an unsubscribe link on marketing emails. Just ensure you include a physical address or an email preference center so as not to trigger a spam filter.



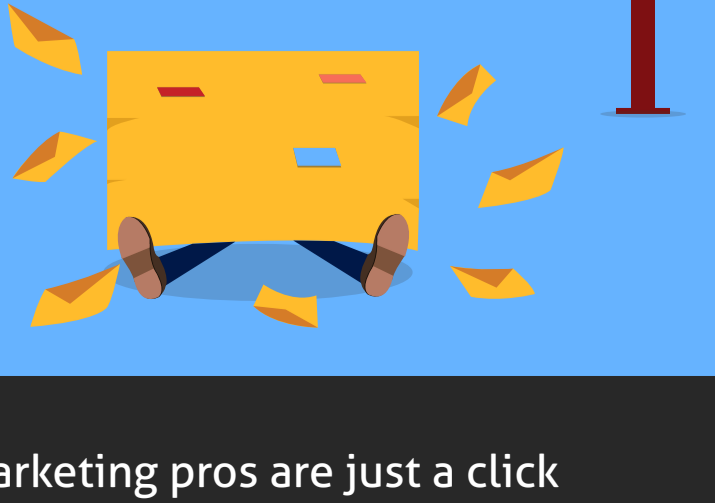
Hygienic Lead Set: Filters assume that your emails are spam if you continue sending emails to unengaged prospects. Keep your lists squeaky clean by ensuring you have 100% opt-ins and by refreshing them from time to time, so they're never categorized as stale lists.



Spam filters aren't necessarily "all-evil". They help you keep your email marketing practices sharp and clean. Don't let terms like spam triggers, spam traps, and anti-spam laws, patronize you. The trick is to find a way around them to ensure you have email deliverability gold.



Are you under constant pressure of spam filters?



Well, don't be! Grazitti's email marketing pros are just a click away to make that pressure disappear. Just drop us a line at info@grazitti.com and we'll take it from there!