

How To Get Email Into The Inbox: The Ultimate Guide for Marketers



Email Deliverability Explained: How To Get Email Into The Inbox by Ken O'Driscoll

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Email is a powerful marketing tool, but only if it reaches its intended audience. With the average inbox receiving over 100 emails per day, it's more important than ever to ensure that your emails get past spam filters and into the inboxes of your subscribers.

This comprehensive guide will teach you everything you need to know about email deliverability, from crafting compelling subject lines to optimizing your sending frequency. By following the tips in this guide, you can increase your chances of getting your emails into the inbox and driving results for your business.

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Chapter 1: Why Email Deliverability Matters

Email deliverability is the ability to get your emails into the inboxes of your subscribers. It's a critical factor for any email marketing campaign, because if your emails don't reach their intended audience, they won't be able to generate results.

There are a number of factors that can affect email deliverability, including:

- The sender's reputation
- The quality of the email content
- The frequency of sending
- The size of the email list

By understanding these factors and taking steps to improve your email deliverability, you can increase your chances of getting your emails into the inbox and driving results for your business.

Chapter 2: How Email Deliverability Works

Email deliverability is a complex process, but it can be boiled down to a few basic steps:

1. The sender sends an email to an email service provider (ESP).

2. The ESP checks the sender's reputation and the quality of the email content.
3. The ESP decides whether to deliver the email to the recipient's inbox or send it to spam.

If the ESP decides to deliver the email to the recipient's inbox, it will be placed in the recipient's inbox. If the ESP decides to send the email to spam, it will be placed in the recipient's spam folder.

There are a number of factors that can affect the ESP's decision, including:

- The sender's reputation
- The quality of the email content
- The frequency of sending
- The size of the email list

By understanding these factors and taking steps to improve your email deliverability, you can increase your chances of getting your emails into the inbox and driving results for your business.

Chapter 3: How to Craft Compelling Subject Lines

The subject line is the first thing your subscribers will see, so it's important to make a good impression. A compelling subject line will entice your subscribers to open your email and learn more about your offer.

Here are a few tips for crafting compelling subject lines:

- Keep it short and to the point.

- Use strong verbs and action words.
- Personalize the subject line with the subscriber's name or other information.
- Avoid using spammy words or phrases.

Here are some examples of compelling subject lines:

- **[Your Name] has a special offer for you!**
- **Learn how to get more email into the inbox**
- **Your free guide to email deliverability**

Chapter 4: How to Optimize Your Sending Frequency

The frequency of sending is another important factor that can affect email deliverability. Sending too frequently can annoy your subscribers and cause them to unsubscribe or mark your emails as spam. On the other hand, sending too infrequently can cause your subscribers to forget about you and your business.

The optimal sending frequency will vary depending on your audience and the type of content you're sending. However, a good rule of thumb is to start by sending once a week and then adjust the frequency based on your results.

Here are a few things to keep in mind when optimizing your sending frequency:

- Consider your audience's preferences.

- Monitor your email analytics to see how your subscribers are responding to your emails.
- Experiment with different sending frequencies to find the optimal frequency for your audience.

Chapter 5: How to Avoid Common Email Marketing Mistakes

There are a number of common email marketing mistakes that can negatively impact your email deliverability. By avoiding these mistakes, you can increase your chances of getting your emails into the inbox and driving results for your business.

Here are a few of the most common email marketing mistakes to avoid:

- **Using a low-quality email list.**
- **Sending emails to addresses that don't exist.**
- **Using deceptive or misleading subject lines.**
- **Sending emails with too much spammy content.**
- **Not following the CAN-SPAM Act.**

By following the tips in this guide, you can avoid these common email marketing mistakes and improve your email deliverability.

Email deliverability is a critical factor for any email marketing campaign. By understanding the factors that affect email deliverability and taking steps to improve your email deliverability, you can increase your chances of getting your emails into the inbox and driving results for your business.

If you're struggling with email deliverability, I recommend that you consult with an email marketing expert. An email marketing expert can help you identify the issues that are affecting your email deliverability and develop a plan to improve your results.



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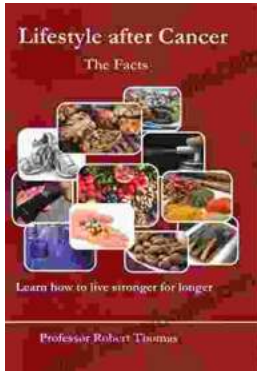
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