

eCRM PROGRAM_

WEISSACH GROUP

ECRM PROGRAM

ABOUT_

The following slides answers many questions about **deliverability, sender reputation, and junkmail**

DELIVERY_

IT'S NOT A STRAIGHT ANSWER

With any email service and any set of contacts, we will always have some mail end up in the spam/junk folder. Every receiving ISP (internet service provider) uses different spam filter techniques and some even use unpredictable and creative ways of combating spam. The good news is that we can follow some pretty simple concepts to dramatically reduce the chance of email being filtered wrongly.

[FIND OUT WHAT WE CAN DO](#)

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

1

REMOVE INACTIVE CONTACTS/SUBSCRIBERS (PURGE OUR LIST)

If our email communications are wanted, major ISPs will deliver them. But, if we are sending emails to too many inactive contacts who don't open our emails, ISPs will then consider our mail "unwanted" and deliver it to the spam folder.

This is why it is very important to take a day to routinely cleanse inactive subscribers from our lists or move them into segments that get mailed less often. With Active Campaign I can use several automated workflow recipes for this.

Also, with Active Campaign I can use their **Engagement Management Tool** to remove these inactive people from our lists who haven't opened our emails in a long time. As a general rule, we should only be sending emails to contacts who have opened our communications in the past 12-24 months to have top notch deliverability.

Additionally, we need to constantly find ways to add new subscribers to our list to combat the natural process of list churn. Meaning, the older our data, the harder it is to deliver. So, let's add marketing subscription forms on our websites, let's add all web leads and digital ad leads to specific lists.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

2

FOCUS ON GOOD, ENGAGING CONTENT

We need to have consistent, engaging, and valuable content for our contacts to will open our emails. For example, our 'Welcome Email' can ask subscribers about their content preferences. Therefore, we can send content to our subscribers for what they signed up to receive and that it stays fresh and interesting. If we repeatedly send purely promotional, events, hard sell offers, we will see read rates lower and declines in our deliveries.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

3

REVIEW OUR SIGNUP PROCESS AND LET'S THINK LIKE A SUBSCRIBER

What did our contacts expect to receive when they signed up? We need to send them the content they expect to receive, otherwise they won't read it and they may mark it as spam.

Keeping email designs consistent actually plays a role. It is not recommended to change our logo or template too often because it may confuse recipients and could lead to spam complaints.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

4

SEND MORE TARGETED, TRIGGERED, PERSONALIZED EMAILS AS OPPOSED TO BATCH AND BLAST CAMPAIGNS

It's a lot more likely for big batches of mail to be identified as spam, whereas one-off automation messages will almost always be delivered and will keep our contacts engaged and happy. At the most basic level, we need to be sure we have a welcome message to greet our subscribers after they sign-up or become a lead.

When possible we should send fewer, and more personalized messages.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

5

SENDING FREQUENCY

We have about 5,000 subscribers in our list. It's important to find the right sending frequency. We can do this using machine learning on platforms and have them suggest the optimal time to send a message according to the date we select.

If we send too often, our subscribers will get burned out and may unsubscribe or mark your email as spam. On the other hand, if we send too infrequently, we won't establish a good sender reputation.

As a general rule, it is good to contact our subscribers a few times a week. However, in our case, we should at least contact them once per month.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

6

PAY ATTENTION TO SPAM FILTER TESTING BEFORE SENDING

This is an option on the summary step of create campaign. The platform will let us know if it spots any major issues with our email/SMS that could affect delivery.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

7

DON'T SEND A SINGLE GRAPHIC/IMAGE

Sending an email that only contains a graphic is a sure-fire way to have delivery issues. Hence, why I have always put up a fight to NOT do this.

We need to take the time to design an email with text and graphics - not just a single image. On the flip side, it's not necessarily better to send plain text emails. The general rule is to have a good, balanced mix of images and text.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

8

DON'T USE A FREE EMAIL ADDRESS AS YOUR "FROM" EMAIL

Instead of using a free/personal email address such as [@yahoo.com](#) or [@gmail.com](#), we should use an email address for the company or organization for which we are sending emails.

It is also recommended to setup a subdomain which we will only use for emails and SMS communications. For example, it could be: [messages.weissach.com](#) OR [hello.weissach.com](#) OR [you.weissach.com](#) to use an email address like hello@messages.weissach.com OR weissach@hello.weissach.com OR hello@you.weissach.com.

The real purpose, however, is that this subdomain will allow for domain-specific monitoring of our IP reputation and be able to succeed against some domain-based certification filters.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

9

PAY ATTENTION TO LINKS IN OUR EMAIL

Spam filters check the URLs that we link to. For example, if we link to a domain that has a poor reputation we will be penalized.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

10

DON'T USE LINK SHORTENING SERVICES LIKE BIT.LY FOR EMAILERS

Our links should be full links to the real URL. Link shortening services like bit.ly are used heavily by spammers.

We can also be penalized if we use an outward facing link: <http://mypage.com/promo> that links to a different page like <http://mypage.com/offer-1>. For the outward facing text, it's better to use "CLICK HERE" or a button.

We have this covered.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

11

SEND USING A CONSISTENT “FROM” NAME AND EMAIL ADDRESS

We should not change our “from” details often. Keeping it consistent can help build our sender reputation. Take some time to think about what from name will be the most recognizable to your recipients. We’re currently using:

- Weissach Group for WV and WC
- Lotus Vancouver
- Lotus Calgary
- Lamborghini Vancouver
- Lamborghini Calgary

The more recognizable it is, the less likely people will mark it as spam. The from name is a very important part of establishing our brand.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

12

CHECK OUR AUTOMATIONS

Currently, we are not using automations since we have not employed an always-on ECRM plan.

BUT when we do have automations in place, we should routinely do health checks. We may discover that certain contacts are getting 6, 8, 10 messages a day which is causing them to ignore everything and in return it will hurt our sender reputation.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

13

MAKE IT VERY EASY TO UNSUBSCRIBE

A spam complaint is very bad for our deliverability, but an unsubscribe is not necessarily bad – it just indicates that someone no longer wants our mail. We should make it very easy for contacts to unsubscribe so that they are not encouraged to mark it as spam. We should consider putting a second unsubscribe link at the top of our emails.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

14

USE A DOUBLE OPT-IN/CONFIRMED OPT-IN

The most popular form of opt-in is the single opt-in, in which the user agrees to receive an email by simply checking a box, or leaving the pre-checked box checked. This might *seem* like a great strategy to harvest email addresses since it's so easy and automatic. However, it can backfire by generating high amounts of spam complaints. Spam complaints are dangerous. Some ISPs begin to block sending servers after as few as two or three spam reports per one thousand emails.

The best way to defend against spam complaints is to use a double opt-in. All we need to do is send a confirmation email to the new subscriber asking to validate their address and gain their consent.

DELIVERY_

THINGS WE CAN DO TO IMPROVE OUR **EMAIL DELIVERIES**

15

CHECK BLACKLISTS

Regardless if we're experiencing send problems or not, it's a good idea to check the blacklists. These DNS-based blacklists are created to protect users from IPs that have received a high volume of spam reports.

Last time, I used MXToolbox.

ABOUT_

The following slides explain our **eCRM**
program

eCRM COMPLETED ITEMS

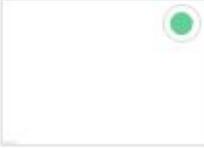
EMAIL CONFIRMATIONS

Email Confirmations

To keep our sender reputation in good standing, every time a person completes a form on our websites, they will receive an email to confirm their existence.

If they do not open the email, (2) days later the recipient will receive a SMS to confirm their email address.

GO TO: AUTOMATIONS

<input type="checkbox"/>		RUF_eNews Subscription Email Confirmation eNews Subscriber , Email Confirmation
<input type="checkbox"/>		LC_eNews Subscription Email Confirmation eNews Subscriber , Email Confirmation
<input type="checkbox"/>		LV_eNews Subscription Email Confirmation eNews Subscriber , Email Confirmation
<input type="checkbox"/>		Weissach_eNews Subscription Email Confirmation eNews Subscriber , Email Confirmation
<input type="checkbox"/>		Lotus Vancouver_eNews Subscription Email Confirmation eNews Subscriber , Women Campaign , Email Confirmation

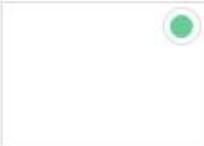
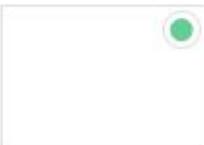
eCRM COMPLETED ITEMS

SALES PIPELINE AUTOMATIONS

The following has been done for Weissch and Lotus Vancouver.

- **Internal Communication:** Digital@weissach.com and respective service team will receive an with the new customers contact info. The purpose is for the Service team to contact them/introduce self/schedule first appointment in advance and for Digital to ensure the new customer's profile has been updated correctly by the sales rep.
- **GMB Review Request:** For active sales reps (Mike Jones, Arthur Power, and Stan Zuzic) when they move a contact from the "Car Delivered" sales pipeline stage to "GMB Review Request" stage, an email will be deployed automatically, using customer's name, vehicle year and make info. The purpose is to increase our testimonials on Google My Business, Websites, and or Facebook Reviews.

GO TO: AUTOMATIONS

<input type="checkbox"/>		RUF_eNews Subscription Email Confirmation eNews Subscriber , Email Confirmation
<input type="checkbox"/>		LC_eNews Subscription Email Confirmation eNews Subscriber , Email Confirmation
<input type="checkbox"/>		LV_eNews Subscription Email Confirmation eNews Subscriber , Email Confirmation
<input type="checkbox"/>		Weissach_eNews Subscription Email Confirmation eNews Subscriber , Email Confirmation
<input type="checkbox"/>		Lotus Vancouver_eNews Subscription Email Confirmation eNews Subscriber , Women Campaign , Email Confirmation

eCRM COMPLETED ITEMS

SALES PIPELINE AUTOMATIONS

- **RUF Modifications Project:** When a user completes the RUF Modifications form on the new RUF site, the following will happen:
 - The lead will receive the email confirmation email
 - Once, the lead confirms their email address, info@weissach.com will receive an email lead notification of the leads info.
 - The lead will be entered into RUF's sales pipeline. ***The whole idea here was to train JAY PARK in how to manage RUF leads.***

