Your Guidebook To Email
Marketing In 2023

Email Marketing
Secrets

The "Money Is In The List" If and
ONLY If The Emails Are Opened

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Chapter 1: Introduction to Email Marketing

Email marketing is a powerful and cost-effective tool for reaching out to customers and promoting your business.

With the rise of the digital age, email has become one of the most widely used forms of communication, making it an essential component of any marketing strategy.

However, people are inundated with a constant stream of emails, making it more difficult to get someone to open and read your message.

Email service providers, such as Gmail and Yahoo, have become more strict in filtering out spam and unwanted messages, making it even harder for businesses and individuals to get their emails noticed.

One of the main reasons for this is that email providers have implemented complex algorithms to detect and flag spam messages.

This means that if your message is not deemed relevant or important by the provider, it may end up in the recipient's spam folder or not even reach their inbox at all.

Additionally, many email providers now allow users to customize their spam filters, making it easier for them to block messages that they don't want to see.

Another factor that makes it harder to get people to open your emails is the sheer volume of messages that people receive each day.

According to a study, the average person receives 121 emails per day, and this number is only growing.

With so many messages vying for a person's attention, it can be challenging to make your message stand out and get noticed.

In order to increase the chances of your emails being opened, it is important to make them as relevant and valuable as possible.

This means focusing on the recipient's needs and interests, personalizing your messages, and avoiding generic or impersonal subject lines.

Additionally, using clear and concise language, avoiding excessive use of exclamation marks, and including a clear call to action can help to increase the likelihood of your message being opened and acted upon.

Open rates, or the percentage of emails that are opened by recipients, are a crucial metric in email marketing as they indicate the effectiveness of your subject line, sender name, and other factors in capturing the recipient's attention.

A high open rate means that your emails are relevant, valuable, and engaging to your target audience, while a low open rate indicates that improvements need to be made.

However, some email service providers have ceased reporting open and click rates due to data privacy concerns.

The rise of data privacy laws such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) has resulted in stricter regulations on the collection, storage, and usage of personal data.

As a result, email service providers have been forced to re-evaluate their data collection and reporting practices to ensure they are in compliance with these regulations.

Open and click rates are key metrics that are used to measure the effectiveness of email marketing campaigns.

They provide insight into how many people have opened an email and clicked on the links within it.

However, these metrics are based on tracking technologies, such as cookies and pixels, which can collect personal data.

In light of recent data privacy laws, this type of tracking is becoming increasingly controversial and is seen as a violation of individuals' privacy rights.

In response to these concerns, some email service providers are no longer reporting open and click rates.

This means that marketers are no longer able to track the success of their email campaigns in the same way they used to.

Instead, they must rely on other metrics, such as conversion rates and overall sales, to measure the impact of their email campaigns.

The shift away from reporting open and click rates is a direct result of increasing concerns over data privacy.

As laws continue to evolve, it's likely that email service providers will adopt even more stringent measures to protect personal data.

This, in turn, will continue to impact the way that marketers are able to track and measure the success of their email campaigns.

Chapter 2: Measuring and Improving Results

Even with laws on data privacy are in place, measuring and improving the results of your email campaigns still play a crucial part in email marketing.

Understanding how your campaigns are performing can help you identify areas for improvement and make data-driven decisions that can lead to increased open rates and engagement.

Open Rate ⓘ	Click Rate ⓘ
18.06%	2.37%
77.78%	44.44%
88.89%	44.44%
21.20%	6.64%
24.20%	4.07%
22.81%	5.76%

One important metric to track is open rates, which measure the percentage of recipients who have opened your emails.

A high open rate indicates that your subject lines, preheader text, sender name and from address, and timing and frequency are all effectively engaging your target audience. However, a low open rate can indicate that improvements are necessary in these areas.

Another important metric to track is click-through rates, which measure the percentage of recipients who have clicked on links within your emails.

A high click-through rate can indicate that your emails are relevant, valuable, and provide the information that your target audience is looking for.

A low click-through rate can indicate that improvements are necessary in the content and relevance of your emails.

It is also important to track conversion rates, which measure the percentage of recipients who have taken a desired action after receiving your emails, such as making a purchase or filling out a form.

A high conversion rate can indicate that your emails are effectively driving desired actions and delivering results, while a low conversion rate can indicate that improvements are necessary in the content and call to action of your emails.

In order to improve results, it is important to regularly review and analyze your email campaigns' metrics and make data-driven decisions based on the insights you gain.

This can include testing different subject lines and preheader text, adjusting the timing and frequency of your campaigns, and optimizing the content and relevance of your emails.

Regular monitoring and improvement will ensure that your email campaigns are always delivering the best possible results.

Measuring and improving the results of your email campaigns is essential to success in email marketing.

By tracking key metrics such as open rates and click-through rates, you can continually improve the effectiveness of your email campaigns and increase sales and conversions.

However, open rates and click-through rates are not the only ways to make sure your results.

As you proceed to other chapters in this book, you'll learn that there are other ways you can use to improve your email marketing.

Chapter 3: Understanding Your Target Audience

In order to increase email open rates, it is essential to have a deep understanding of your target audience. This includes their behavior, preferences, and pain points.

By knowing what motivates and interests your target audience, you can create emails that are relevant and appealing to them, increasing the chances that they will open and engage with your content.

Segmenting your email list by demographics, interests, or behavior can help you send targeted emails to specific groups, providing a more personalized experience and improving open rates.

(Some autoresponders will allow you to segment your list using tags and workflows. However, these autoresponders may charge a little bit higher than usual for that added feature.)

Gathering information about your target audience can be done through a variety of methods, including surveys, focus groups, and customer feedback.

You can also simply email your subscribers and ask what they want, what they want to know, what problems they're having and how you can help them.

This information can be used to develop buyer personas, which are fictional characters that represent your ideal customers.

By understanding your buyer personas, you can create content that is specifically tailored to their needs and interests, making it more likely that they will open and engage with your emails.

It is also important to keep in mind that your target audience may change over time, as their preferences and behavior evolve.

Regularly monitoring and updating your target audience information can help you stay ahead of the curve and continue to send relevant and engaging emails, improving open rates and overall email marketing success.

Chapter 4: Crafting Effective Subject Lines and Preheader Text

The subject line of an email is the first thing that a recipient sees and it plays a crucial role in determining whether or not they will open the email.

A well-crafted subject line can pique a recipient's interest and entice them to open the email, while a lackluster or misleading subject line can result in the email being ignored or marked as spam.

To increase email open rates, it is important to write subject lines that are short, to the point, and relevant to the recipient.

Here are **10 examples of subject lines** you can use:

1. "Will You Help Me, (First Name)?"
2. "For Your Eyes Only"
3. "Do NOT Fold (Picture Attached)"
4. "If Only You Did [Insert Future Benefit]"
5. "He/She Only Did [Insert Minimal Work] To Get [Desired Result]"
6. "The Truth About [Insert Industry / Niche]"
7. "How To Instantly Get [Insert Result]!"
8. "Get [Insert benefit] In [X Days]"
9. "Solve [Insert problem] Without [Thing That Stops Them]"
10. "I Forgot To Close My Zipper" (Use Funny Subject Lines)

The **preheader text** is the snippet of text that appears below or next to the subject line in the inbox, giving a preview of the email's content.

This can be used to further entice the recipient to open the email and provide additional context for the subject line.

To make the most of the preheader text, keep it short, relevant, and in line with the subject line. Avoid repeating the subject line or using misleading or spammy language.

A/B testing is a powerful tool for finding the best subject lines and preheader text. By testing different variations of your subject lines and preheader text, you can determine which ones result in the highest open rates and use this information to continually improve your email marketing campaigns.

However, it is important to keep in mind that subject lines and preheader text should be used to accurately represent the email's content, as misleading or spammy language can result in decreased engagement and damage to your reputation.

To summarize, the subject line and preheader text are essential components of an email that can significantly impact open rates.

By writing short, relevant, and enticing subject lines and preheader text, and using A/B testing to continually improve results, you can increase the chances that your emails will be opened and engage your target audience.

Chapter 5: Optimizing Sender Name and From Address

The sender name and from address are two important factors that can impact email open rates.

The sender name is the name that appears as the sender of the email and is often the first thing that a recipient sees.

This can be used to build trust and familiarity with the recipient, making them more likely to open the email.

A consistent sender name can help to establish your brand and increase recognition among your target audience.

The "From" address is the email address that the email is sent from and can also play a role in determining whether an email is opened.

Using a personal email address or a familiar company name can help to build trust and increase the chances that the email will be opened.

However, it is important to use a "From" address that accurately represents you or your brand, as using a misleading or unfamiliar from address can result in decreased open rates and damage to your reputation.

In order to optimize the sender name and from address, it is important to find the right balance between being personal and professional.

Only a few autoresponder softwares allow you to change the "From" Address for every email that you will send.

Inside our [Digital Start-Up Toolkit](#), you have the ability to change the "From" Address to whatever you want for every email you send, for every set of email sequences you send or you can use a default in case you don't want to change it to something else.

You can play around with different sender names and see which one will get you the highest open rates.

Using something as simple as your name can build trust and familiarity, but using a generic or unfamiliar name can be confusing and may lead to mistrust.

On the other hand, using a professional company name can establish authority and credibility, but can also be perceived as impersonal.

To summarize, the sender name and from address are important factors that can significantly impact email open rates.

By finding the right balance between being personal and professional, and using a consistent sender name and "From" address that accurately represents the sender, you can increase the chances that your emails will be opened and engage your target audience.

Chapter 6: Timing and Frequency of Email Campaigns

The timing and frequency of your email campaigns can have a significant impact on open rates.

Finding the right balance between sending too many emails and not sending enough can be a challenge, but it is crucial to ensure that your emails are being sent at the right time and frequency to engage your target audience.

Sending emails at the right time can be a key factor in increasing open rates.

For example, sending emails during work hours when recipients are likely to be checking their inboxes may result in higher open rates compared to sending emails late at night or on weekends when they are less likely to be checking their emails.

Understanding your target audience's behavior and habits can help you determine the best times to send emails.

The frequency of your email campaigns is also an important factor to consider. Sending too many emails can result in decreased open rates and increased unsubscribes, while not sending enough emails can result in decreased engagement and reduced brand awareness.

To find the right balance, it is important to understand your target audience's preferences and regularly monitor engagement rates to determine if your email frequency needs to be adjusted.

The timing and frequency of your email campaigns can have a significant impact on open rates.

By understanding your target audience's behavior and habits and finding the right balance between sending too many emails and not sending enough, you can increase the chances that your emails will be opened and engage your target audience.

Chapter 7: Authenticating Your Email Address Using DKIM, DMARC and SPF

DKIM stands for DomainKeys Identified Mail and DMARC stands for "Domain-based Message Authentication, Reporting & Conformance".

They are ways to make sure that an email you receive is really from the person or organization that it says it's from.

Think of it like a signature on a letter you receive. If someone sends you a letter with their signature, you know it's really from them.

DKIM and DMARC work the same way, but for emails.

When a sender uses DKIM and DMARC, they add a special code to their email that helps the recipient's email service (like Gmail or Yahoo) check if the email is really from the sender.

If the code checks out, the recipient's email service knows that the email is authentic and can be trusted.

It's like a secret code that only the sender and the recipient's email service know.

The code helps the recipient's email service verify that the email is from the sender and hasn't been changed or tampered with during transit.

SPF stands for "Sender Policy Framework."

It's a way to help prevent fake emails from being sent using your email address.

Think of it like a security guard at a school.

The guard checks the IDs of everyone who comes into the school to make sure they're supposed to be there.

SPF works in a similar way.

SPF checks the ID of the email that is being sent to see if it's coming from an authorized source.

The authorized source is usually a server or computer that is allowed to send emails for the domain (e.g. [@digitalstartuptoolkit.net](#)).

If the email comes from an unauthorized source, it might mean that someone is pretending to be you and sending fake emails.

To protect people from getting these fake emails, the email provider might put the email in the spam folder or block it completely.

In short, SPF helps make sure that emails you receive are really from who they say they are and helps protect you from fake emails.

So, why are DKIM, DMARC and SPF important?

Well, sometimes people try to trick you by pretending to be someone else in an email.

They might try to steal your information or spread false information. DMARC, DKIM and SPF help protect recipients from these types of tricks by verifying that the email is really from who it says it's from.

In short, they act like digital gatekeepers that help make sure that an email is really from the person or organization it claims to be from.

It helps keep the recipients' inbox safe by verifying the authenticity of the emails they receive.

Every autoresponder will provide you with the DKIM, DMARC and SPF that you need to add to your hosting provider's DNS settings.

You can ask for your hosting provider's help to do this.

Inside our Digital Start-Up Toolkit, we already provide our customers this service for free. Aside from that, we also offer our customers unlimited subscribers with our autoresponder.

Chapter 8: How To Get A Good Sender IP Reputation

Your email sending IP is like your email address' identity on the internet.

Just like you want to have a good reputation with your friends and family, your email sending IP needs to have a good reputation with email service providers like Gmail and Yahoo.

When you send a lot of emails, email service providers start to pay attention to your email's IP address.

If they notice that a lot of the emails you're sending are ending up in people's spam folders or are not wanted, they might start to think that your IP has a bad reputation.

To increase your email sending IP reputation, here are a few things you can do:

- Send high-quality, wanted emails - Make sure that the people on your email list actually want to receive your emails.

  If you're sending emails to people who didn't sign up for your list, they might mark your emails as spam, which can hurt your reputation.

- Keep your list clean - Regularly remove people from your list who haven't opened your emails in a long time or who have marked your emails as spam.

  This can help improve your reputation because it shows email service providers that the people on your list are engaged and interested in your emails.

Use a bounced email notification to detect when your email doesn't reach your subscribers due to their inbox being full or when they use a fake email address.

Bounced emails can hurt your email sending reputation. So make sure you remove those subscribers.

- Avoid spam triggers - Email service providers have filters that look for certain things in emails that might indicate they're spam.

  To avoid these triggers, make sure your emails don't include words or phrases that are commonly used in spam emails, and don't use all capital letters or a lot of exclamation points.

  I have listed the most common words or phrases in the next chapter.

- Send emails consistently - If you send a lot of emails one day and then don't send any for a long time, it can look like you're sending spam.

  To improve your reputation, try to send emails consistently and at a regular pace.

- Monitor your IP reputation - There are online tools you can use to check your IP reputation. This can help you see if there are any issues that are hurting your reputation and what you can do to fix them.

What if you are just starting out with a new email address?

You might notice that your emails are not being delivered in the inbox. Your subscribers may say they're getting it in their spam or promotions folder.

To ensure that your email gets delivered to the subscribers' inbox, you will need to warm up your email address' IP Reputation.

Warming up your IP reputation is the process of methodically adding email volume to a new IP address gradually over several days and weeks in order to establish a positive sending reputation with mailbox providers.

It's like getting ready for a big race.

Just like you need to warm up your muscles so you don't get hurt, you need to warm up your IP reputation so that email service providers (like Gmail and Yahoo) know that you're a trustworthy sender.

It usually takes 4-8 weeks to warm up your IP reputation and get the best results (it might take longer if people aren't signing up for your emails).

During this time, you'll want to make sure that you're sending good, wanted emails. This will help show email providers that you're a trustworthy sender.

Some email providers will limit the number of emails you can send each day until they figure out if your IP has a good reputation.

This is like putting a speed limit on your email sending until you prove that you're a good driver.

By following the rules and sending wanted emails, you can help improve your IP reputation and make sure your emails get delivered to people's inboxes.

You can also improve your IP reputation using a tool called [“Warmup Inbox”](#).

It will help you avoid spam folders & blacklists, monitor & improve your sender reputation, keep your emails out of the promotions folder and receive alerts when your reputation score drops a certain percentage.

Here's how Warmup Inbox does it:

1. You'll sync your inbox to our network of 20,000+ continuously changing real inboxes.

   By syncing your email inbox to our platform, you'll become a part of our growing network of real inboxes that communicate with each other.

   Syncing up your inbox is very easy but we're always ready to help you in case you need any assistance.

2. We'll interact with your inbox to make sure your emails don't end up in spam folders.

   We'll interact and engage with your warmup emails.

   We reply to them, we mark them as important, we unmark them as spam, etc…

   All of this will restore your reputation and train ISPs & Mail Servers to view your emails as valid and safe.

3. We'll be taking care of your inbox's health through useful reports and recommendations.

   We'll also be constantly checking various aspects of your email health, from the percentage of emails ending up in spam, through technical aspects (the DNS settings, DMARC, DKIM, SPF, domain age, proper security protocols, etc.) to making sure you're not present on any blacklists.

You can actually create a **Free Account** if you click here.

Chapter 9: Avoiding Spam Words / Phrases

Here are 188 words or phrases that may trigger email service providers to mark your emails as spam according to ActiveCampaign.

1. #1
2. 100% more
3. 100% free
4. 100% satisfied
5. Additional income
6. Be your own boss
7. Best price
8. Big bucks
9. Billion
10. Cash bonus
11. Cents on the dollar
12. Consolidate debt
13. Double your cash
14. Double your income
15. Earn extra cash
16. Earn money
17. Eliminate bad credit
18. Extra cash
19. Extra income
20. Expect to earn
21. Fast cash
22. Financial freedom
23. Free access
24. Free consultation
25. Free gift
26. Free hosting
27. Free info
28. Free investment
29. Free membership
30. Free money
31. Free preview
32. Free quote
33. Free trial
34. Full refund
35. Get out of debt
36. Get paid
37. Giveaway
38. Guaranteed
39. Increase sales
40. Increase traffic
41. Incredible deal
42. Lower rates
43. Lowest price
44. Make money
45. Million dollars
46. Miracle
47. Money back
48. Once in a lifetime
49. One time
50. Pennies a day
51. Potential earnings
52. Prize
53. Promise
54. Pure profit
55. Risk-free
56. Satisfaction guaranteed
57. Save big money
58. Save up to
59. Special promotion
60. Act now

61. Apply now
62. Become a member
63. Call now
64. Click below
65. Click here
66. Get it now
67. Do it today
68. Don't delete
69. Exclusive deal
70. Get started now
71. Important information regarding
72. Information you requested
73. Instant
74. Limited time
75. New customers only
76. Order now
77. Please read
78. See for yourself
79. Sign up free
80. Take action
81. This won't last
82. Urgent
83. What are you waiting for?
84. While supplies last
85. Will not believe your eyes
86. Winner
87. Winning
88. You are a winner
89. You have been selected
90. Bulk email
91. Buy direct
92. Cancel at any time
93. Check or money order
94. Congratulations
95. Confidentiality
96. Cures

97. Dear friend
98. Direct email
99. Direct marketing
100. Hidden charges
101. Human growth hormone
102. Internet marketing
103. Lose weight
104. Mass email
105. Meet singles
106. Multi-level marketing
107. No catch
108. No cost
109. No credit check
110. No fees
111. No gimmick
112. No hidden costs
113. No hidden fees
114. No interest
115. No investment
116. No obligation
117. No purchase necessary
118. No questions asked
119. No strings attached
120. Not junk
121. Notspam
122. Obligation
123. Passwords
124. Requires initial investment
125. Social security number
126. This isn't a scam
127. This isn't junk
128. This isn't spam
129. Undisclosed
130. Unsecured credit
131. Unsecured debt
132. Unsolicited

133. Valium
134. Viagra
135. Vicodin
136. We hate spam
137. Weight loss
138. Xanax
139. Accept credit cards
140. Ad
141. All new
142. As seen on
143. Bargain
144. Beneficiary
145. Billing
146. Bonus
147. Cards accepted
148. Cash
149. Certified
150. Cheap
151. Claims
152. Clearance
153. Compare rates
154. Credit card offers
155. Deal
156. Debt
157. Discount
158. Fantastic
159. In accordance with laws
160. Income
161. Investment
162. Join millions
163. Lifetime
164. Loans
165. Luxury
166. Marketing solution
167. Message contains
168. Mortgage rates
169. Name brand
170. Offer
171. Online marketing
172. Opt in
173. Pre-approved
174. Quote
175. Rates
176. Refinance
177. Removal
178. Reserves the right
179. Score
180. Search engine
181. Sent in compliance
182. Subject to…
183. Terms and conditions
184. Trial
185. Unlimited
186. Warranty
187. Web traffic
188. Work from home

Many of these words are hard to avoid. If you can't avoid such words or phrases, you may still reach the inbox if you've warmed up your email sending IP reputation to reach hundreds of recipients' inboxes using Warmup Inbox.

Chapter 10: Use Smart Links To Get More Personal

Smart links are a way for you to track your recipients activities. They are like secret helpers in your emails.

They help you keep track of what your email recipients are interested in.

It's not just about seeing click-through rates or how many people clicked on your email, but also about knowing who clicked on it.

It's being able to track who's clicking so that you can provide them with additional sequences of emails after.

Using smart links is also another way of collecting information about your subscribers.

They are perfectly GDPR compliant and follow data privacy laws.

Even if you can't track your open rates and click-through rates correctly, with smart links, there's no doubt whether a subscriber clicks or not.

It will be tracked by your system and it works by using tags.

For example, when an email is sent, you can put a smart link inside the email that goes to your product's page.

Upon clicking the smart link, your subscribers will get tagged in your autoresponder indicating that they are interested in that particular product.

After being tagged, you can initiate a series of sequences that will help that subscriber decide on purchasing the product.

It can be a series of emails that they'll receive one email a day or an email telling them only a certain amount of slots are left before the promotion period closes.

You can use the same tags in the future to send them emails that are specifically designed for their interests.

That way, they only get emails about things they like, thereby increasing your sales conversion rates.

Chapter 11: Do You Need Help?

We've covered a lot of things in this Guidebook.

I hope that you've learned a lot and that you can apply what you've learned here to your own businesses.

If you need help with:

1. Setting up and writing emails that resonate with your audience

2. Improving your email open rates to help your subscribers more

3. Saving a lot of money in using an email autoresponder with unlimited subscribers

4. Building your website that won't cost you a fortune

5. Set up your online selling platform that will automate the sales process of your eBooks, Courses or Coaching Programs

6. Setting up payment system to accept credit card payments & offline payments

7. Creating a membership area to protect your content / course

8. Create an affiliate program for your products to get more leads & sales

Kindly visit my website at digitalstartuptoolkit.net.