

Buisness section

Don't mix different types of content in the same messages

Quite easy

For example, don't include content about promotions in purchase receipt messages.

Links in the body messages should be visible and easy to understand

Quite easy

Sender information should be clear and visible

Quite easy

Message subjects should be relevant and not misleading

Quite easy

Here are some examples of misleading subject lines:

- **Did I leave my jacket at your place?** This type of subject line can be used as a trick to make it look like they know you.
- **RE: CURRENTLY IN OFFICE** is doubly sneaky because it can be mistaken for a reply to your email or a work-related email.
- **Urgent – Update your information.** If something says “urgent,” it had better be urgent.
- **Thanks for your order!** It's super poor form to use a transactional subject line if the email isn't actually transactional.

Send email to engaged users

Quite easy

If people move mails to spam, the reputation will be lowered.

Make sure recipients opt in to get mail from you

Done

Illegal not to do so ...

Let recipients unsubscribe

Done

Include a prominent link in the message that takes recipients to a page for unsubscribing.

Don't send sample phishing messages or test campaigns

Quite easy

Your domain's reputation might be negatively affected, and your domain could be added to internet blocklists.

Messages of the same category should have the same email address

Quite easy

For example, messages from a domain called solarmora.com might have **From:** headers like this:

- **Purchase receipt messages:** receipt@solarmora.com
- **Promotional messages:** deals@solarmora.com
- **Account notification messages:** alert@solarmora.com

Be sure recipients remember you

Quite easy

If the recipient don't remember you, chances are that they will mark the mail as spam, and this will strongly affect spam rates. To prevent this, make sure that the branding in your emails is memorable, and matches the branding on your website. This includes any images, colors, typography, voice, etc. Also, make sure the "from" line is from a name they will recognize.

Clean subscriber lists

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If you're mailing a campaign to a large number of email addresses that appear to be inactive, that's a red flag to spam filters. To prevent this, clean up your email list periodically of any subscribers who haven't engaged with your campaigns in a while. This can be done by a reengagement campaign.

Include Your Physical Address

Quite easy

It's legally mandatory in some countries like USA to add the physical address in commercial mail campaigns. Even if it doesn't directly concern us, we should add it too since multinational email providers will probably consider this in their spam filters.

Avoid spam-trigger words

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Examples here : <https://journeys.autopilotapp.com/blog/email-spam-trigger-words/>

or here : <https://snov.io/blog/550-spam-trigger-words-to-avoid/>

Never use purchased lists

Done

Ask Subscribers to Whitelist Your Email Address

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To ensure that your emails get this privileged treatment, ask your subscribers to whitelist your emails by adding your “From” address to their contacts or list of safe senders.

Email Your Subscribers Regularly

Quite easy

If you only send an email every couple of months, then you risk subscribers forgetting who you are or why they subscribed. To prevent this, stay in regular contact with your subscribers.

Use plain text for automatic emails

Plain text is usually most used for personal emails, some say that text only is less susceptible to be tagged as spam. But other sources disagree: <https://blog.aweber.com/email-marketing/plain-text-emails.htm>

Check reputations of external resources

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<https://talosintelligence.com/>