

9 Actions for Avoiding SPAM Filters

- 1 Use Specific Subject Lines**

Avoid using generic subject lines such as, 'Hi', 'Wow', 'Special', 'Opportunity', 'Reduced', 'Free', 'Limited Time'.
Avoid using ALLCAPS and Exclamation Marks!!
Ensure that your subject line is relevant to the content of the email.
Aim for consistency and familiarity.
The most clicked on Subject Lines usually begin with 'Company Name: Description'.
- 2 Use Your Email Address**

Use the same email address for your 'From' and 'Reply-To' Address.
Avoid sending emails from a free email account such as Yahoo, Gmail and MSN. Always use a reputable domain name.
- 3 Disperse Delivery Times**

Try to disperse the number of emails sent at one time. Some Email Marketing Programs will have an option for staggering the delivery.
- 4 Use Clean HTML**

When sending a HTML email, ensure that clean HTML is used.
- 5 Balance your content**

Use a combination of images and text. Avoid using one single image in the email.
- 6 Link to Reputable Websites**

Ensure all links go to reputable websites.
- 7 Regular Frequency**

Ensure that you are emailing your contacts on a regular basis so that the recipients expect to receive your communications.
- 8 Get Whitelisted**

Ask your recipients to whitelist your email address.
- 9 Request Double Opt-In**

Introduce a Double Opt-In process which asks the recipient subscribing to your mailing list to confirm their subscription.

Need help with your marketing?

Debut Marketing is a young professional marketing firm that specialises in creating and implementing marketing plans, campaigns and initiatives. Our 'Outsourced Marketing' service gives small-medium sized businesses access to a flexible, full-service marketing department, without the overheads of wages, superannuation, and annual leave.

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