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# **Strengthen Email Deliverability Rates With These Tactics**

Even though Facebook and Twitter have grown in popularity as communication tools, online marketers still regard email marketing to be an important tool. Email is so effective because almost everyone uses it, so learning to leverage it is a great way to increase conversion rates and boost sales. You also have the ability to build relationships with your subscribers. However, if those emails aren't reaching their destination, all your work will be for nothing, so you'll need to address this issue. This article will discuss three tips that could help you improve your email deliverability rates.

Try to avoid writing your emails the way a spammer would. Spammers write their emails using a specific style that aims at attracting attention. They know they have to do this because they are sending emails out randomly to strangers. So try to avoid using a lot of CAPS or exclamation points. Spam filters are smart and they'll pick up these things, so avoid copying them or you'll risk being blocked. If you send out a regular email to a friend it doesn't get blocked. But if it's a promotional email containing a message that looks like spam then you might get blocked. Don't use words that could trigger being blocked, such as free, cash, money, etc.

For instance, if you own an email address to contact your business partners and clients, ensure that it is safe and only used for one thing. Have a dedicated email address for all your email marketing needs. Using double opt-in is a great way to counter the email deliverability problem. When you deliver your first email, it will have a confirmation link. The recipient has to click on the confirmation link to verify themselves. Also they must confirm that they indeed subscribed to your email list.

Last but not the least; segment your emails so they are more relevant and targeted. If you have a list of prospects and a list of newsletter subscribers, send different emails for both groups based upon their preferences. What you're basically doing here is avoiding the spam trap the smart way by being as relevant as possible. You want the emails to be very targeted to the lists so that they will not get caught in the spam trap and will be delivered to the recipients. You can just segment your emails like this and get the most leverage from your campaigns.

Because they can slow down your email you need to avoid using a lot of graphics which are likely to get blocked anyhow. If you use them at all you'll want to avoid using too many of them. Most readers will delete an email that is overwhelming to the visual senses. From the information above you've learned some great tips to get your emails read. The Above information is of course only a short list to get you started, there are also many other considerations. Just do your homework before starting a campaign and take all the precautions to make sure it's a success.

There's no need to ever buy a [telemarketing list](#) of net users interested in emails, when you can get them for free using different social sites. One main ingredient is all that is needed; Knowledge! Just view this post about [Fax Blast Software](#) and learn from the pros.

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