Email Providers Are Trying to protect their Users, so they keep using. Why?

.....Advertising Money

Technology is coming to drastically reduce the amount of mail in your inbox.

Good, Bad, And Ugly

Good!

- Your Email "lists" are clean, consisting of people that know, like, and trust you.
- Your Content is well-written, proofed, and scrubbed by BRO.
- You are not "Selling". Your messages are about relationship.

Bad!

The really bad guys are messing up Email.

- Hacking Accounts
- Obtaining Free Email Accounts
  - Spamming
  - Scamming

Ugly!

Internet Service Providers (ISP's) are cracking down, to protect their users. That's Google/Gmail, Yahoo, Apple, ATT, etc.

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Ugly, Continued

Email senders (BRO) will be required to validate that they are "good guys".

(DMARC: Domain-based Message Authentication, Reporting, and Conformance.)

"Free Emails" can not be used for Marketing.

(Examples: @Gmail.com, @yahoo.com, @aol.com, @hotmail.com, @live.com, @att.net, @sbcglobal.net, @cox.net, etc.) 25% of BRO members are mailing from a free email address.

Google, and other providers are purging old, unused accounts. Millions of them. (These are often used by hackers and spammers)

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Ugly, Continued ;-(

Email/ISPs (gmail, yahoo, etc.) are using AI to screen incoming emails, and will move them to SPAM or Promotions folder automatically if they see certain tendencies that the spammers and hackers used.

(examples: Too many "!!!", emoji use, excessive mis-spellings, using word like "free, %off, click here)

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We have the facts, now we ACT.

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Setting Your Email up for validation and DMARC Compliance

Watch for future emails and training on how to do this. (It's still in the development stage with our coders.)

We should have the "path" identified in the next 2–3 weeks.

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If you are using a free email account to send your emails from MyClients.

Attend Special Webinar on Jan 8th, 1pm PT.

We'll cover your options, and guide you through the steps to get your account fixed.

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You must start reviewing your email blast reports, so you can review the bounced emails from closed accounts.

We have a helpdesk article to show you how...

It's a great reason to pick up the phone, and get into a conversation.

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If you are sending email blasts out of MyClients, please follow our best-practice tips so you land in the inbox, and don't get flagged by ISP's.

We have a helpdesk article to show you how...

It's OK to ask our support team to review your email content before you send it. (even if only for the next few)

DIY Email Blast Tips

1. **Permission-based Marketing:**
   - Only send emails to individuals who have explicitly opted in to receive communications from you. Avoid purchasing email lists.
2. **Regularly Update Email Lists:**
   - Remove inactive or bounced email addresses from your lists regularly. High bounce rates can negatively impact your sender reputation.
4. **Avoid Misleading Subject Lines:**
   - Craft compelling and relevant subject lines that accurately represent the content of your emails. Misleading subject lines can lead to spam complaints.
6. **Avoid Excessive Capitalization, Special Characters or Emojis:**
   - Limit the use of all capital letters in your subject lines and email body. Excessive capitalization is often associated with spam.
7. **Keep Content Clear and Concise:**
   - Use short paragraphs, bullet points, and headers to improve readability.
   - Optimize image sizes to prevent slow-loading emails.
   - Employ proper formatting with headings, subheadings, and bullet points to enhance readability.
   - Include valid contact information in your emails. A clear sender name and physical address contribute to transparency and legitimacy.

8. **Avoid URL Shorteners:**
   - Minimize the use of URL shorteners, as they can be associated with spammy behavior. Instead, use full URLs with clear and trustworthy domain names.

DIY Email Blast Tips (cont.)

9. Alt Text for Images:
- Include descriptive alt text for images to provide context in case images are not displayed.

10. Limited Font Styles and Sizes:
- Stick to a maximum of two or three font styles and sizes for accessibility and a cohesive appearance.

11. Personalization:
- Use merge fields to address recipients by their first name.

12. Call-to-Action (CTA):
- Use visually appealing and clickable buttons for important calls-to-action to increase engagement.

13. Don't overuse links (super signature!)

14. Check to make sure links work.

Words To Generally Avoid:

Guarantee, Cash or Extra Cash, Free, Limited Time Offer, Exclusive, Cash Bonus, Risk-Free, No Hidden Fees, Incredible, Once in a Lifetime, Double Your, Earn Extra, ***Pre-approved***, Big Bucks, Miracle, Cash Prize, Act Now, ***Apply Now***, $$$, This Isn't Spam or This Isn't a Scam, Don't Delete, Winning or Winner, Congratulations, Amazing, Secret, ***Save $***, Discount, Cheap, 100% satisfied, Special Promotion

In 3-6 months...
You and your clients' inboxes will be neater and cleaner, thus making your emails MORE effective.

TEXT MORE IN '24!

REACH Texting Tool

Reach allows you to reach all your contacts with a simple, fast and personal group text. Send mass personalized texts (this is NOT group texting) to the people in your sphere of influence. Personalize each message with the recipient's name to achieve more responses and increased engagement.

- 1 text per month
- No marketing, just relationship stuff ;-)
- <$8 per month.
- Let us help you set it up