



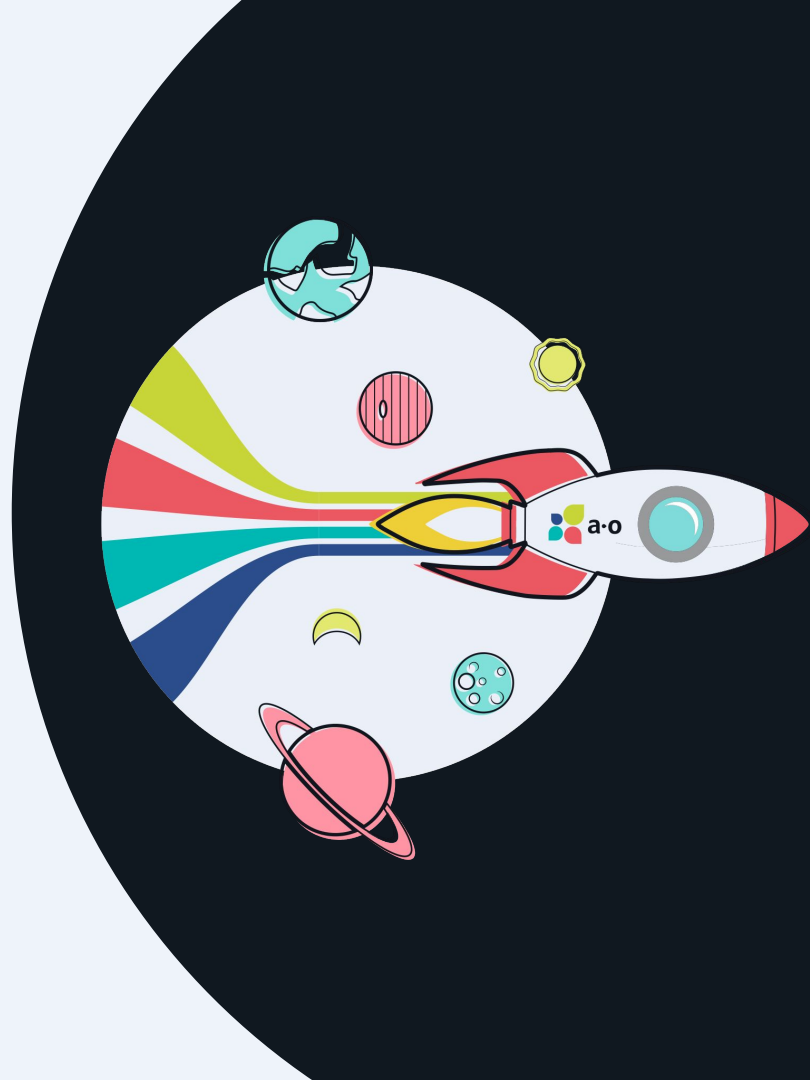
# Building a Powerful Email Strategy



## Techniques & Tactics That Get Results

**Brandon Blair**  
*Deliverability Consultant*

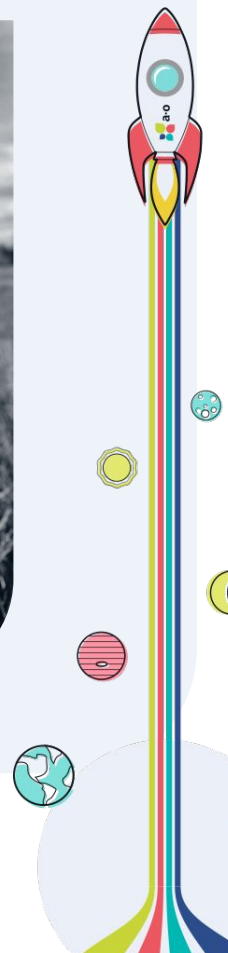
**Craig Balkin**  
*SMS Analyst*



# About me

Brandon Blair

- He/Him
- Act-On Deliverability Consultant
- 4-year veteran of email marketing
- Experience helping clients with data management and sender best practices



# About me

Craig Balkin

- He/Him
- Act-On Deliverability Consultant
- 17-year SMS veteran with 2 years in email deliverability
- Deep experience working with small-enterprise companies on SMS deliverability



# Act-On Deliverability Services

## Overall services

- Reporting and guidance
- Building strategy for deliverability
- Maintaining sender domain/s health
- Unblocking if blocklisted by ISPs or recovery from spam listings
- Deliverability tools
- Making sure your message gets to where it needs to be: your audience's inbox



# Act-On SMS

## Overall services

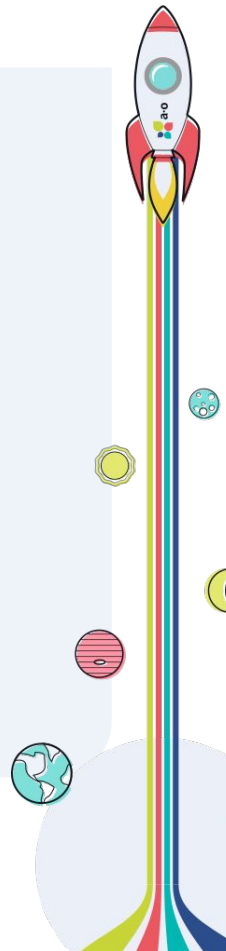
- SMS Marketing Strategies
- SMS Sending ID support
- SMS Deliverability Monitoring

Webinar reminders were powered by Act-On SMS!  
Act-On is the only MAP with fully integrated SMS features built natively into automated programs.



# Power-Up Agenda

- List Health & Maintenance
- Value Proposition
- Design Optimization
- You're Customers Sell You
- Personalization
- Testing
- Tying it All Together!



# List Validation & Cleansing

## Webbula

- Removes any potential threats
- Known spam traps
- Providing a deeper cleanse

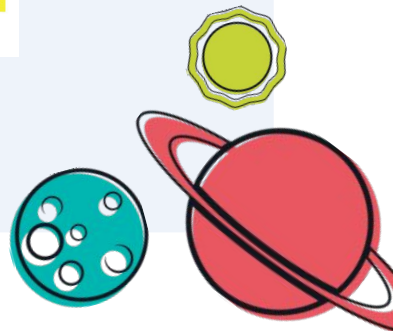


webbula  
The Data Quality Experts

## Neverbounce

- Hard bounce issues (Validation)
- Cost effective

NEVER  
BOUNCE 






## Keep Lists Healthy & Clean!

- Poor data is the quickest way to tank conversion rates due to the resulting poor reputation you'll experience
- Take advantage of Act-On services for list health by scrubbing with:
  - Neverbounce - (Verification)
  - Webbula - (Cleansing)







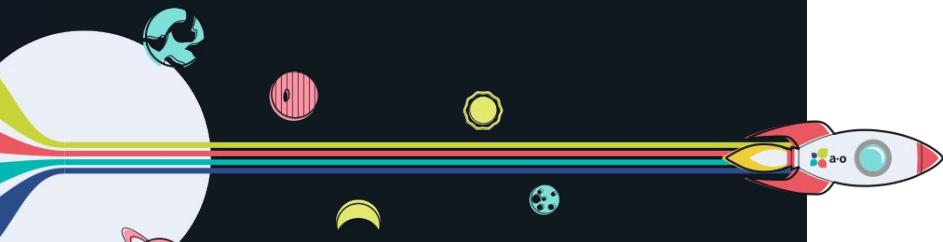
# Are you providing value?

Find consistent time to discuss your value proposition with internal stakeholders.

Marketers spend too much time discussing their own teams goals.

## Ask yourself:

- Is this an email that I would open and engage with?
- What value do my prospects and customers get out of this email?
- Am I sending this email because I “have to?”



# Optimize Design!

**1**

Build Responsive Emails

**2**

Be Above the Fold

**3**

Design by Segment

**4**

Use Captivating, Optimized Images

**5**

Shorten Subject Lines

**6**

Avoid Multiple CTAs

**7**

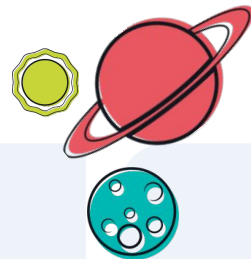
Personalize *Everything*

**8**

Play with Fonts - Be Legible

**9**

Focus on Pre-Header



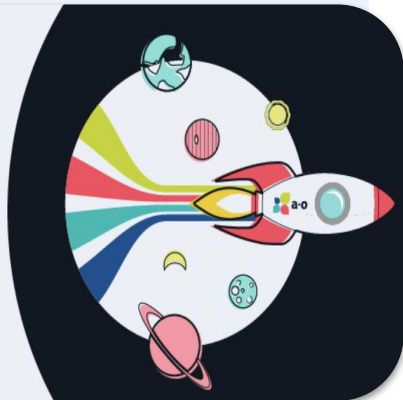
# Optimize Your Calls-to-Action

- Your call-to-action or calls-to-action drive engagement
- **Best Practices**
  - Keep CTAs short
  - Uses buttons or images for emphasis
  - Link to a dedicated, specific landing page
  - Optimize, test, repeat!



## Customer Power-Ups 2023

[Register Now](#)



# Source User Generated Content

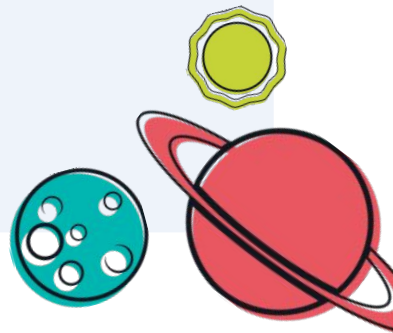
- What is “user generated content?”
- Why is it important?
- How can I source it?

## User Generated Content

- Increases credibility
- Isn't sales-y
- Improves conversion rates

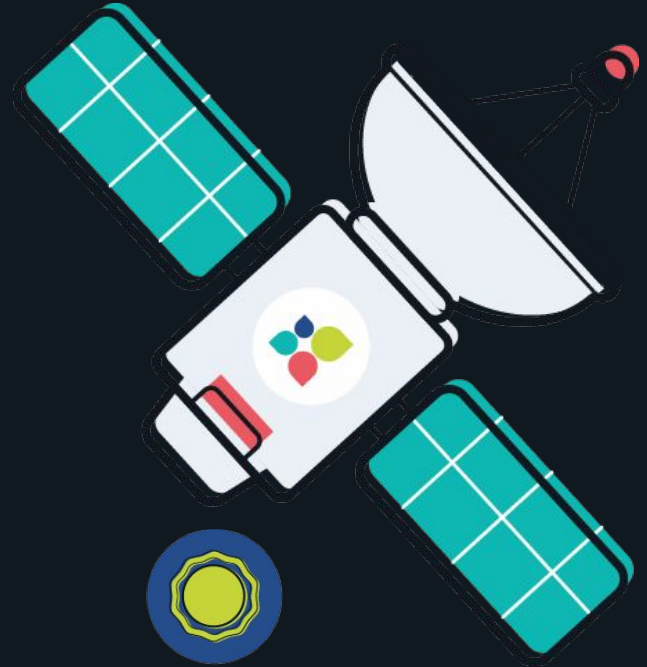
*“For Franchise Ventures, SMS is a critical component of our revenue generation. Act-On has been able to accommodate our large number of messages and at a great cost. However, the team is the real benefit of working with Act-On. There has never been a group that is more proactive or responsive in addressing concerns with our marketing efforts, in any channel, than the Act-On SMS team has been. I can guarantee that working with this team feels like having another expert in your corner. “*

Jesse Posnansky  
Marketing Manager  
Franchise Ventures



# Personalize - Everything, Everywhere!

- **Subject Lines**
  - You know their first name - use it!
  - Personalized subject lines significantly increase open rates
- **Get Content Creative**
  - Demonstrate that you understand the customer's journey
  - Use details and timeline to create engaging content





## ● ● ● ● **Segment & Focus on Engaged Subscribers**

- **Put your focus where it should be** – Target contacts who have engaged with your mail in the past 60-90 days.
- **It's okay to let go** – Take a deep breath and sunset contacts who do not open or engage with your email.
- **What if I want to re-engage old contacts?** Take time to focus on CTAs and Reporting.

# A/B & Even C Testing

## Consistently Iterate & Test

- Increases engagement & overall ROI
- Reduces opt-outs
- Improves analysis speed
- Reduces bounce rates
- Improves reputation

Everything is testable!

Untitled

Start Test Save Close

Test Name: Untitled

Test Description:

Alternatives: Add Form Add Landing Page

A/B Test Method

☒ Distribute Evenly  
Each alternative is served the same amount of the time.

☐ Optimize for Conversions  
An alternative with a higher conversion rate will be served more often.

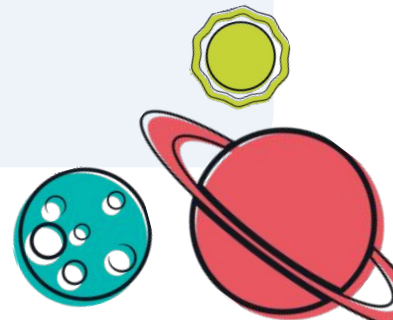
A/B Test Completion

Campaign is automatically completed after 100 total conversions.

☒ Redirect to winning alternative  
The web page with the best click through rate will be displayed.

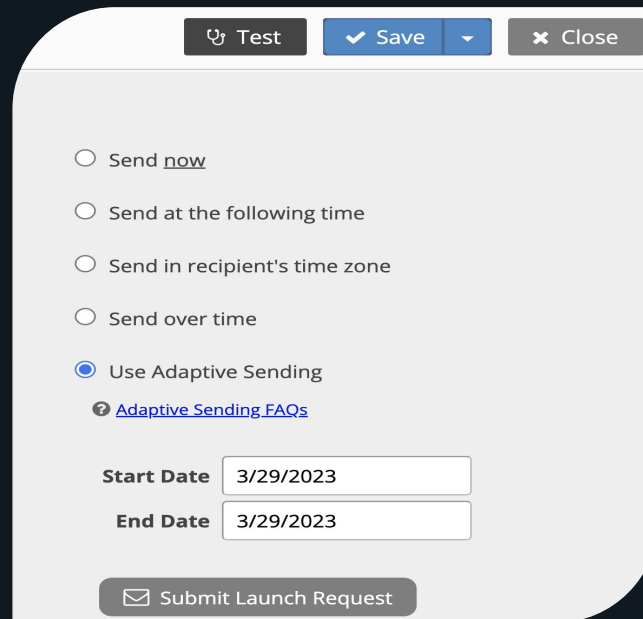
☐ Redirect to other page  
Select a page to redirect to

☐ Redirect to external URL



# Make Use of Act-On Sending Tools!

- Act-On's **Adaptive Send** feature uses predictive intelligence based on your contact's history timeline
- Use **Adaptive Send** to send emails to each contact at the most probable time they will open it.
- Schedule at least a day ahead to give Act-On the opportunity to analyze behavioral data



The screenshot shows a configuration window for the 'Adaptive Send' feature. At the top, there are three buttons: 'Test' (with a magic wand icon), 'Save' (with a checkmark icon), and 'Close' (with an 'x' icon). Below these, there are four radio button options for scheduling:

- ☐ Send now
- ☐ Send at the following time
- ☐ Send in recipient's time zone
- ☐ Send over time

The 'Use Adaptive Sending' option is selected with a blue radio button. Below it is a link: [? Adaptive Sending FAQs](#). Further down, there are two input fields for dates, both set to '3/29/2023':

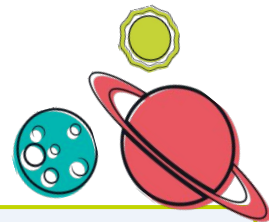
Start Date:

End Date:

At the bottom of the window is a button with an envelope icon labeled 'Submit Launch Request'.



# Crush your goals in 2023!



## List Health

- Cleanse your lists
- Sunset old contacts
- Focus on engaged contacts

## Optimize

- Optimize design
- Test designs, content, CTAs and subject lines
- A, B, & C Testing
- Be a scientist!

## Analyze

- Open rates and click throughs
- Soft & hard bounces rates
- Opt-out & spam rates

# How can you reach our team?

Ask your AM or CSM to schedule a meeting with a Deliverability Consultant to discuss your email deliverability, explore strategies and improve inboxing.



# Thank You!

