EMAIL SENDING TIPS:

1. **Avoid being dumped into spam or bulk filters**.
   o Use a product like Broadcast that conforms to standard protocols for message delivery
   o If you are sending a newsletter place the word "newsletter" and the date (including month) in the subject line. This reduces your spam score
   o Ensure each message contains an unsubscribe statement that links to a valid URL or a valid Mailto: link. However do not use the words "to unsubscribe" as these are now getting filtered. Use something like "to leave"
   o Do not include .exe or attachments in your message
   o Do not purchase lists
   o Do not rent lists that are not double-opt-in
   o Remind people of their relationship with you. Tell them in the message the email address that they used when they subscribed
   o Include a correct reply email address and telephone contact information in each email
   o Avoid sending long text articles
   o Do not send HTML messages without text alternatives. This can be accomplished in Broadcast by using the "Both" options and creating both a text and HTML version
   o Avoid sending messages with a large number of hotlinks
   o Do not use BCC distribution methods with more than 10 names per email. Use a product like Broadcast that creates an individual message for each email
   o Watch your email lists, heavy B2C distribution to @aol.com, @hotmail.com. @msn.com etc may be flagged
   o Avoid using words or phrases that trigger spam filters. For more information on trigger words also visit: http://www.doctorebiz.com/06/021106b.htm and http://www.wilsonweb.com/wmt8/spamfilter_phrases.htm
   o Check out the common tests that filters like Outlook and SpamAssassin use to filter your emails and try to avoid.
      ▪ outlook filters
      ▪ SpamAssassin tests
   o Routinely check http://www.spamcop.net/ to see if you have been blacklisted unfairly. Send an email to have this rectified. They are quite responsive. To check their list enter: http://spamcop.net/bl.shtml?111.111.111.11 (where 111.111.111.11 is the IP address of your sending SMTP)
   o Sending your delivery in small batches of 500 or less might avoid filtration. This can be accomplished easily by modifying your delivery options within Broadcast
   o A practical guide on avoiding spam filters can also be found from Marketing Sherpa