
E-MAIL MARKETING TIPS AND ESSENTIAL INFORMATION

When using emails to market your products and services it's best to follow some standard procedures. Here's some useful information that may help you. Some of it you may already be aware of but I hope you may learn something new.

TEST YOUR EMAILS BEFORE USING

Although we clean the emails before we include them in the database as each month goes by more emails become undeliverable for a variety of reasons. Testing and verifying them before use makes sure you remove as many redundant (bounced) emails as possible. If you are using a commercial service such as Mailchimp too many bounced emails and your account could get suspended.

Here's a selection of services for email verification.

2 level email verification

Mass verify emails (online service)

Low cost but only 2 stage checking to URL level. All the email address are checked in two stages:

Syntax check where the email addresses are checked for correspondence with the RFC registration standards.

Domain check; domains existence is checked. If a domain is correct email address is valid, if not email does not exist as well.

More information here: <https://www.atompark.com/online-email-verifier/features/#two-step>

<https://www.atompark.com/online-email-verifier/>

3 Stage verify emails

Much more accurate, but some cost is involved.

Free list analysis at Neverbounce

You can upload an email list and get a report showing the number of expected bounces you will get. Very useful and free.

After this you can get your list cleaned at \$US8.00 per 1,000 emails.

<https://neverbounce.com/>

Alternative email verification services

Kickbox

<https://kickbox.io/#!/home>

\$US10.00 per 1,000 emails checked.

Hardbouncecleaner

<https://www.hardbouncecleaner.com/>

5.00 euros per 1,000 emails checked.

Application to run on your own computer.

EmailVerifier

Available for both Windows and Mac operating systems.

https://www.maxprog.com/site/misc/products_us.php

Professional Email List Hygiene

From validation to verification, appending and more. Experience real time blacklist monitoring, abuse handling and marketing advice all for one low monthly price.

<http://ehygienics.com/>

EMAIL TIPS

EMAIL SENDING SERVICES

When the time comes to send your email campaign there are many services available. They offer a variety of options including campaign management, email design, landing page design and more. Some of them have free services (depending on the size of your email list). Check them out before you make a final decision.

Some of the more popular services are:

[Mailchimp](#)

[Mailjet](#)

[Sendgrid](#)

[Express Marketer](#)

Issue with "bought" lists

Some commercial email senders like Mailchimp have issues with using bought email lists. Email Your Purchased List Today using [Clickback](#)

Clickback's **email lead generation** software is different from marketing automation software and other email service providers.

How? It lets you send to cold or purchased contacts (that's how). It's also **100% CAN-SPAM** compliant.

[Download a a Clickback information sheet.](#)

Start turning cold contacts into warm B2B leads today by requesting a free demo at [Clickback](#).

Use coupon code **DAL10MAIL** to get a 10% discount off their rates and the setup fee waived (\$99 value).

Using Gmail to send bulk emails

If you use Gmail you can send bulk email. However, there are sending limits you should be aware of. Standard Gmail allows for up to 500 emails per rolling 24 hours (up to 2,000 for G Suite users).

Gmass

Send email campaigns to greater than 500 (or 2,000 for G Suite users) people at a time, using our distribution technology. Send campaigns to up to 10,000 recipients, and GMass will auto-send them over multiple days so you don't violate Gmail's limits [\(More details\)](#)

<https://www.gmass.co/>

Mixmax

We use Mixmax every day to track emails. It also allows you to send bulk emails via Gmail and Outlook.

Both Mixmax and Gmass have some levels of automation to allow for automatic responses and follow ups.

<https://mixmax.com/>

AUSTRALIAN SPAM RULES

You need to know that the email addresses in the database **are not "opt-in" or permission based**. The emails contained in our data are 'found' contact details, that is everything we know about a particular business, which may include email addresses, fax numbers, ABN numbers & more. They were collected from business directories and public records.

Inferred consent.

Inferred consent can occur:

- via an existing business or other relationship, where there is reasonable expectation of receiving commercial electronic messages
- via conspicuous publication of a work-related electronic address because it is accessible to the public, or a section of the public, and if:
 - if the address is not accompanied by a statement saying no commercial messages are wanted
 - the subject of the message is directly related to the role or function of the recipient.

Purely factual messages

Purely factual messages are 'designated commercial electronic messages' and are partially exempt under the Act. These messages do not have to meet the consent or unsubscribe conditions of the Act. However, all factual messages must meet the [identified](#) condition of the Act.

To fall within the factual information exemption, a message can only contain factual information, directly related comment (of a non-commercial nature), and the following limited 'commercial' information:

- the name, logo and contact details of the person who authorised the sending of the message, or the name and contact details of its author
- the name, logo and contact details of the author's employer, organisation, partnership or sponsor

Australia's Anti-Spam Laws

You should be aware of Australia's Anti-Spam Laws put in place to prevent abuse of email marketing. The ACMA manages this in Australia, here is a link to them where you can get more information: <http://www.acma.gov.au/Industry/Marketers/Anti-Spam>

Please note that by purchasing a list from us, does not give you permission to Spam people.

You as the sender should be aware of the rules concerning bulk emailing. We accept no responsibility for the messages you send and will not be held liable.
Opt-in or permission based email lists can be extremely expensive.

Important steps you must take when sending email

1. Be selective and send messages to defined targets making sure that the message is relevant to their business and is non-commercial (refer to explanation below about how to sell without being "commercial")
2. Include your contact details (name, address and email).
3. Have a visible unsubscribe facility or link.

Your legal responsibility.

You should always seek independent advice if you are unsure as we can in now accept responsibility for your activity or your reliance on the information we have provided.

USEFUL RESOURCES

Just Good Copy

Email copy from great companies. Brought to you by [Front](https://www.goodemailcopy.com/).
<https://www.goodemailcopy.com/>

Really good emails

Get some excellent ideas and inspiration for designing your emails.
<https://reallygoodemails.com/>

Mailshake

A simple solution for cold emails.
Generate leads, build relationships, and promote content.
All you need is a Google account.
<https://mailshake.com/>

Test your email subject line

[http://subjectline.com/?](http://subjectline.com/?utm_source=zapier.com&utm_medium=referral&utm_campaign=zapier)

[utm_source=zapier.com&utm_medium=referral&utm_campaign=zapier](http://subjectline.com/?utm_source=zapier.com&utm_medium=referral&utm_campaign=zapier)

Test your emails to see how they rate for SPAM

It's important to write emails so they don't attract the attention of spam filters. Here's a couple of articles to assist.

[6 Solutions When Spam Filters Hurt Your Email Open Rates](#)

[Email Deliverability: How to Make Sure You Land in the Inbox](#)

Once the email is written you'll want to test it. Here's a couple of services that do that for free.

<https://www.mail-tester.com/>

<https://glockapps.com/spam-testing/>

<http://isnotspam.com/>

Grow Your Email List with Mailmunch

MailMunch captures leads from your website and converts visitors into life-long readers, email subscribers and customers.

<https://www.mailmunch.co/>

Datalists Online Marketing at Flipboard

Read more of our collected articles about marketing at: <http://flip.it/uk9KUj>



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