

11

EMAIL
MARKETING
MISTAKES

HOW TO AVOID THEM

by Gabriella Rapone

EMAIL MAVERICK

**Dedicated to all those *mavericks* that dare to challenge,
question and change the world around.**

You were set up to fail, and I'm on a mission to show you that you
have more **power and control** than you believe.

You are the reason why I made this.

You are the reason why I became stronger.

You are the reason why I refuse to give up

You are an *Email Maverick*



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AUTHOR.

FAILURE TO DO SO, CAN RESULT IN LEGAL ACTION and a lot of unnecessary headaches, so don't
do it.

Just ask me first.

11 Email Marketing Mistakes

Killing Your Business

WELCOME BACK

Email Mavericks,

I have to confess... I have a love/hate relationship with email marketing.

I love it because I know and understand its value, like for **every \$1 spent** you can quickly make back \$5-70\$.

No other marketing channel can give you that.

Not Facebook, Not Google, Not Bing. Only Email.

But, to be honest. After over ten years in this industry, I've grown bored and burnt out.

Yes, I admit it ... I'm bored!

I'm bored because after over ten years working in email marketing, I've made every possible mistake and I've encountered hundreds of problems.

Now I'm a firm believer that there is a "solution to every problem," its all in the approach. Which is why I can safely safe that in over ten years I have not found a problem I could NOT solve.

Sounds like bragging BUT it's NOT.

I can tell you stories on how I once "stalked" the Yahoo offices for four weeks, just to find an email postmaster who was willing to "share information." That's how obsessed I become with "problem-solving."

Much like a dog on the on the hunt for food, I'm tenacious, relentless and hungry to solve problems and I do what I have to, for myself and my clients.

I also burnt out because for over ten years now the **Email Service Providers (ESP's)** of the world keep giving you "**best practice**" **WITHOUT** telling you everything you need to know.

Information that is **COSTING YOU A LOT** of money, time and freedom and I HATE seeing this.

So to save my sanity and give back to the community, I am going to reveal to you the **TOP 11 email mistakes made by over 70%** of business now and **how you can AVOID them FAST.**

Yes, I've included myself in there, because the online space changes daily and in an online world, its Adapt or Die.

So adapt my fellow email mavericks, by learning every day.

I'm not perfect, and I did not learn everything about email on my own.

I want to thank my fantastic network of techs and OG emailers, without you I'd still be struggling with DNS.

So Use wisely and AVOID these 11 Email Marketing Mistakes, that are killing your business.

Email better, one send at a time...



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11 Email Marketing Mistakes

How To AVOID Them

1- DOES IT EXIST?

ALWAYS and I mean ALWAYS VERIFY every email address before you send for the first time or if you haven't emailed users in at least one month.

What is **email verification**?

It is **merely a way to verify that an email address exists** because Email mailbox filters like Gmail, Yahoo, Hotmail and others are tracking and monitoring your sending practices and monitoring **exactly how many email addresses DO NOT** exist when you press send- goes DIRECTLY against your email reputation.

Example: Let's say you get 100 email leads on day 1 and 20 of those email address were NOT real, that would mean **a 20% hard bounce rate** (HB - the email address that does not exist).

This is a **MAJOR red flag** to Gmail, Yahoo or other Email filters. You are basically telling them that your method of "acquiring" these email addresses is questionable and they will start to deliver your email to the **Spam Folder**.

This is the quickest way to KILL your sender/email reputation and you can avoid it, by simply VERIFYING all NEW emails address that sign up to your email list.



Do keep your hard bounce rate (HB) under .1% after email verification, anything above that is unacceptable, and you should contact your provider immediately.



Don't be cheap. If you spent \$.70 to acquire a lead would spending another \$.01 be worth your ability to get more email opens?



Want To Improve Your Email Opens? It All Starts with a GREAT Email Verification Provider.

Try **[Email Oversight Here](#)** . Best RATES, Great Results and They Will NEVER steal your valuable data

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2- NOT SEEDING

What if you were just about to broadcast an email message. If you KNEW your email message would NOT hit the Inbox, would you STILL send it?

Probably NOT.

Yet THOUSANDS of business do this every day and wonder why their email opens rates are lower than expected.

The reason is simple.

YOU are NOT SEEDING

Email seeding is a simple method of tracking and monitoring your inbox placement, which is critical to the success of your business.

So Start Seeding NOW!

Do create at least three email accounts per email domain & replicate the user type.

ex: 3 gmail email account label them as



engagedseed@gmail.com – lukerseed@gmail.com ,
noengageseed@gmail.com

These are NOW your Gmail SEEDS . Add them to EVERY email sequence and broadcast

Want a Video Example? Watch me [create seeds here](#)



Don't Use the "test send" feature from your ESP. Create a new "list" and deploy it like a regular "broadcast."

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3- ASSUME TOO MUCH

Do NOT EVER assume anything about your subscribers.

Whether it be incentives, ad copy or offers to send. Doing this is will guarantee YOUR FAILURE.

Why?

Because why "assume" when the Statistics are staring right at you, TELLING you what you should do.

Example: I made this mistake early in my career and thank god I did.

My affiliate network account manager (AM) was hounding me to drop this "bible offer." I flat out refused, thinking "no way this offer will work" and then one day I had no more offers to run, so I decided to drop it.

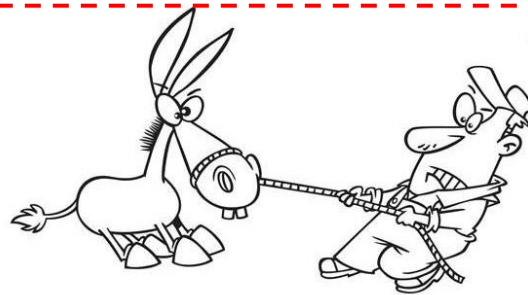
WOW... to my surprise it converted at over 50%, and with a \$27 payout, it was a great day I'm grateful to have learned this lesson very early in my career. I mean imagine all the LOST opportunity my "assumptions" have been responsible for.

That day I tasted crow, and I was ok with it, I learned my lesson and never made it again. Now, I let the stats do all the work, and I NEVER assume.

✓ TEST, TEST, TEST

✗ NEVER ASSUME

WHEN YOU **ASSUME**
YOU MAKE AN
ASS OUT OF **U** AND **ME**
MAKE NO ASSUMPTIONS



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4- STOP SELLING

Do you know you're **A,B, E's ... Always BE Engaging.**

The trick to successful email marketing is simple ..ENGAGE FIRST, sell second.

Getting your emails delivered to the Inbox is 90% based on your ability to engage your users.

Getting people to engage is as simple as, getting people to Open, click or reply.



Do create some content themes that will allow you to connect with users, share laughs, share tricks. Remember email marketing is just another marketing channel like Facebook or Instagram, so ENGAGE.



Don't just ONLY send promotions or sale items notifications, that's a guaranteed way to get less opens and clicks in the

5- Feed The Beast (the beast being: email marketing)

Need more traffic? Simple send more email marketing messages.

However the MORE email marketing messages you send, the MORE likely you are to lose subscribers. This is why you must always be FEEDING the beast by adding NEW subscribers to your email list on a regular basis.



Do make sure you are adding at least 5 new users for every 1 user lost (5:1)



Don't ever buy, or rent 3rd party data because you got a "great deal."

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6- LEARN THE LINGO

Learning the lingo will help avoid most of your email marketing problem.

For example, most businesses have no idea what a Feedback loop (FBL) is.

Your ability to get **more email opens and seen is** partially based on this.

Even more important, is it can get you KICKED off your Email Service Provider (ESP) if you don't watch out.

We also have this terrible habit in the "internet marketing" world of using the same word to describe different things.

For example, A "publisher" in display media niche is different from an email "publisher."

So make sure you learn the lingo and ALWAYS get clarification from anyone you deal with when it comes to "tech jargon."

Because what you want to AVOID is missing out on some critical information because you didn't understand what your ESP or support tech was trying to tell you.

Avoid miscommunicating.



Do download the most comprehensive email glossary [today right here now](#)



Don't EVER Assume anything. ASK for clear explanation.

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7 - PLAYING "COPYCAT"

It's a TRAP, don't do it.

We're ALL been guilty of this.

You need a quick fix or don't understand something, or need an example then copy it, right?

WRONG!

The trap of following some marketing "guru" telling you what worked for them and "you too can get amazing results just by copying my email sequence or campaigns" ... DON'T DO IT.

Now I'm NOT saying that their strategies or tips don't WORK.

NO, what I'm saying is learn to recognize WHAT was so good about their campaign that made it successful (reverse engineer it).

There could be A LOT of things those fancy screenshots aren't showing you, like "Traffic quality."

That ALONE can be a MAJOR game changer for anyone who is marketing their business.

Because an email list made up of iPhone users, who make over 150K a year is going to react VERY different from an android user that makes 50K a year.

You might get surprised by percent of mobile purchases made by iPhone users. Here they are: on this year Black Friday 27.7% of all online sales came from iOS devices, and only 8.3% came from phones and tablets running Android.

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8 - Not Knowing Your Email List Make Up

Not knowing exactly WHAT **“email domains”** (Gmail, Yahoo, AOL etc.) make up the sum of your email list is like trying to drive a car blindfolded.

Because what you may not know ad what your ESP never told you, is that “Gmail” filters email marketing messages **very differently from AOL.**

Example: let's just say if you have an email list make up of 100k users is

- 30% - Gmail
- 20% Yahoo
- 20% Hotmail
- 15% AOL

Now let's say your email open rate went from 20% to 16%, most people will blame a BAD subject line BUT is that the case?

There's a higher chance that some of your GMAIL email addresses hit the SPAM folder and might be an indication of a BIGGER problem on the way.

This is why you NEED to know your Email List Make Up.

So you can be more proactive and you can quickly pinpoint where you lack deliverability (Inboxing). Knowing this will also help you Inbox more emails and Scale 2x faster.

Email domain performance

Domain	Email
gmail.com	3770 (46%)
hotmail.com	1620 (20%)
yahoo.com	794 (10%)
hotmail.co.uk	188 (2%)
live.com	112 (1%)
Other	1768 (21%)



Check your email list make up now; you might be surprised what you find. Not sure how to do so. Just ask your ESP “how do I check my email list breakdown”

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9 - SERVICE PROVIDERS ARE NOT EXPERTS

Imagine trying to build your dream outdoor deck.

So you go to Home Depot to buy ALL the lumber supplies you need

Now comes time to BUILD.

Would you trust the 21-year-old student working a summer job in the lumber department to tell you how to build your deck?

Never.

You'd hire an Expert, right?

Your email service provider is NO different, they are NOT experts.

They provide a service, whose sole purpose is to get your email messages DELIVERED.

Getting your emails to INBOX, well NO ESP can guarantee that or we'd all sitting on a beach now, enjoying our millions.

No, hitting the inbox does that takes some effort, but you can easily do so by having the RIGHT strategy in place and it will pay for itself 10x over.

To learn more about "hitting the Inbox" [visit here.](#)



Do HIRE an email expert. Someone who has managed their servers and understands exactly what challenges you might face. Need an expert [visit here](#)



Don't be mindful of the guru's that claim to be "email experts." A real expert will look at ALL aspects of your email marketing program and not just one of two like ad copy or design

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10 - NOT SPLIT TESTING

Think about it ...

You've split tested EVERYTHING to acquire that email address.

You tested the ad image, the copy even the landers but now when it comes to an email message, you believe everything you've done in the first shot is a winner?

It hardly ever is.

So here is what you should be split testing.

1. Subject Line – you NEED to ensure your open rates are MAXIMIZED
2. Ad copy – Short vs. Longer
3. Image –Animated GIFS vs. Static –
4. Call to action – change the copy/wording or color

11 - Mastering The Metrics

Here is the list of the top 7 metrics you need to know to be successful at email marketing. Included are **benchmarks** on what is average for each as well.

Please note that open rates depend on your many factors and not just one

1. Open rate (OR) – opens/sent | **10-15%** is acceptable | **15-22%** excellent – above **25%** amazing keep going Ace
2. Click through rate (CTR) – number clicks/received delivered : **1-3%** fair | **3-8%** excellent | above **8%** fantastic keep going Ace.
3. Click to Open Rate (CTOR) – number of clicks/ number of opens: Above **25%** amazing
4. Unsubscribe rate (UN) – total Unsubscribe / received delivered: Keep under **3%**
5. Abuse/Spam/Feedbackloop (FBL) – spam/received : Keep under **.15%**
6. Earnings Click Per Mil (eCPM) → ((Sent Emails/1000)/(Total Revenue/Offer Clicks))
7. Earnings Cost Per Clicks (eCPC) → (Total Rev/Offer Clicks)

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Want to improve your email marketing opens by 25% in 1 day?

View available mastermind [dates here](#)

Are you hitting the SPAM folder?

Get the Secrets To [Inboxing here](#)

Don't forget to Join the [Facebook Group Here](#) and get daily email marketing tips

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