

CLICK HERE FOR A
PRINTER-FRIENDLY
VERSION.

PLAY THE GAME OF EMAIL Getting Started

START HERE

According to the DMA, email generates an average of \$38 for every \$1 spent. Wow — let's send some email!

But wait, designing and getting your emails delivered is actually more complex than you think!



So how should you get started with email and ensure you know all the steps to a successful email program?

MOVE FORWARD 2 SPACES



The first step to building a successful email program is to begin with a clean list of subscribers.



Once you've established an opt-in list of email subscribers, you'll need to warm up the IP address you're sending email from.

MOVE FORWARD 2 SPACES



It's important that you never buy or rent email lists. These people won't know your brand, and therefore won't react positively to receiving email from you. Plus, it could open you up to spam traps!

A key to email success is to send only to people who have opted in to receive your email. Place an email subscription prompt on your website or as part of your transaction process to allow people to actively subscribe to your emails.



If you don't send a lot of email yet, you may be on a shared IP address. However, if you send more than 50,000 emails/month, we recommend you send from a dedicated IP address.



If you're on a dedicated IP address, warm it up gradually so that receiving mailbox providers and filters get to know your email and associate it with this new IP address.

Are your IPs warmed up? Great job!

MOVE FORWARD 4 SPACES



Oops! You forgot to implement an opt-out mechanism! Move back 2 spaces to learn more about the importance of a clear opt-out.

MOVE BACK 2 SPACES



Having a clear opt-out is an important part of adhering to email laws.

MOVE FORWARD 3 SPACES



The CAN-SPAM Act is a US law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, and spells out tough penalties for violations.



Canadian Anti-Spam Law (CASL) regulations apply to any "Commercial Electronic Message" sent from or to Canadian computers and devices in Canada. It outlines rules for what is considered consent and how opt-outs must be handled.



The GDPR is a new set of rules around data protection and will apply across the European Union. The legislation has been designed to give individuals better control, access, and security over their personal data.



PLAY THE GAME OF EMAIL Optimizing Design

Don't waste your pre-header space with a "view in browser" message. Instead, use this valuable real estate to strengthen your call-to-action (CTA) and entice subscribers to open your email.



Subject lines are often an afterthought to email campaigns, but they are so important! A good subject line can set the scene for your entire campaign and design.



Now that you're compliant with industry laws, you're ready to get creative!

MOVE FORWARD 2 SPACES



It's important to have a strong, clear call-to-action in your email, and we recommend focusing on only 1 or 2 CTAs. What is the most important thing you want your subscribers to get out of your email? What do you want them to do with your email?



Batch-and-blast is so yesterday! Instead, segment your list by demo- or geographics, or past behaviors, and send targeted campaigns. The more targeted your message, the more it will resonate with your subscribers and make them want to take action.



Got your subject line, pre-header, creative, and segment set up? Let's get ready to send!

MOVE FORWARD 5 SPACES



Don't forget to A/B test your email before you hit "Send"!

MOVE BACK 3 SPACES



An A/B split test is important to learn what best resonates with your subscribers. You can test different subject lines, images, or CTAs to see what works best. We recommend an A/B test for every campaign you send!



Now that you know what resonates with your subscribers...

MOVE FORWARD 3 SPACES

Ready...

Set...

Send!

Congratulations, your email is live! But wait — you're not done yet! Now it's time to find out how your email performed.

PLAY THE GAME OF EMAIL Analyzing Delivery & Engagement

Knowing the difference between your delivery rate vs. deliverability rate is important, as that will help you understand where your email arrives — the inbox or junk folder.

Your open rate will tell you how many recipients read your email. It's also a great indication of whether or not your subject line was successful.

A high click rate is a sign that you had a clear and compelling call-to-action.

You want to maintain a low bounce rate, as that means you're sending to a clean list of active subscribers.



Great job analyzing your email metrics. Now you'll have an idea of how to improve next time.

MOVE AHEAD 3 SPACES



Because you set up feedback loops, you get complaint data too! Now you can easily clean your list of subscribers who marked your email as junk.

It's tough to see people go, but an opt-out is always better than a complaint. Make sure you're processing your opt-outs and removing them from your email list quickly.



Congratulations — you're an email pro! But even pros can use help from email experts.



Our expert team at SendGrid can help you take your email campaigns to the next level and improve your results.



How? Move ahead to learn more.

MOVE AHEAD 4 SPACES

At SendGrid, we have four main differentiators that set us apart from the rest...



Scalability: We're proven at scale (we send over 40 billion emails/month) and are trusted by leading brands like Uber, Airbnb, and Spotify.

Deliverability: We offer domain authentication, compliance coaching, and proactive ISP outreach to ensure our customers are empowered to achieve optimal deliverability.

Expertise: We continue to invest in expanding our large team of experts so we're on the cutting edge of what's next, and we empower our customers with that intelligence.

Full Team Enablement: Our proven APIs and marketer-friendly UI is tailored to our customers' unique needs, all on one platform to deliver on the email goals of their whole team.

Get started with SendGrid today!
Sign up for a free trial at sendgrid.com/free.