

Anna Surenska

Position: e-mail marketer

Step #1 Collecting e-mails & creating e-mail lists

How we collected e-mail base?

First - we need to analyze all subscription forms (landing pages) to understand how we collected base. Which types of data we can collect beside name, surname and e-mail? I need to know what else to after use for segmentation and personalization, it will help to convert leads into customers.

If on US market we allow to send e-mails to customers without terms and conditions agreement, *we can start to create e-mail lists* for a future e-mail campaigns and *start to check them* with e-mail validation service.

Plus – different landing pages, which I already have seen before can help to understand how to create segments of e-mails (*home insurance/vehicle insurance etc.*)

Where we collecting data of customers?

If we collecting data with users cookies, I should know where the information gets after it stored on the server (it stored on server only or maybe falls into CRM system). I'll analyze amount of information, which we have and create excel table to prepare e-mail addresses lists for next step – validation.

Step #2 DNS-records & new inboxes

Time to create and set up inboxes

Before we'll start to send first offers to potential clients I should create and set up a in (inboxes, if we deciding to send different types of promotions).

Here I would like to notice one detail – ***will we use ESP systems to provide theirs service to sending newsletters or no (CRM email sender/our own)?***

If yes – we can skip 50% of this issue, if no – I should understand IP address and domain score (check it in blacklists – an example one of the biggest like mxtoolbox.com, check.spamhaus.org, barracudacentral.org is it listed there or no). Anyway, if we have old domain and we are not sure about reputation, better to register new one and based on new domain name create subdomain name for e-mail letters only (much easier to manage reputation of new domain name than try to restore old one and spend a month or two to solve it).

Reputation Lookup

The IP address **198.50.175.89** is not currently listed as "poor" on the Barracuda Reputation System.

IP or Domain:

Step #2 DNS-records & new inboxes

We have new domain name or old domain name are not listed in private and public blacklists, what should I do?

I have to include or check DNS records on the hosting:

- **MX-record** – this type of record responsible of the server through which will work mail.
- **TXT-record** (any information of domain in text format – using after to help email clients determinate domain owner)
- **DKIM** (Domain Keys Identified Mail) - better to add it to improve letters deliverability, even if we'll decide to use ESP + we already have it, if hosting provider can give it in DNS settings console
- **SPF** (Sender Policy Framework) – is necessary to specify the servers in TXT-record (one IP-address or every, which we'll use) to sending newsletters to protect against attackers, which could sending spam from our inbox name
- **DMARC** (Domain-based Message Authentication, Reporting and Conformance) – this record deployed on SPF and DKIM protocols, such a DKIM, helping to protect against attackers and request reports from mailing servers of authentication failures

Let's create inboxes on the our hosting with our domain name, an example:

- promo@point2web.com – for sending customers offers:
- marketing@point2web.com – for sending letters for agency clients
- noreply@point2web.com – for sending trigger newsletters for customers.

Step #2 DNS-records & new inboxes

Second significant step – set up our inboxes in preferred e-mail client, an example we'll use gmail postmaster
[\(https://gmail.com/postmaster/\)](https://gmail.com/postmaster/)

We should use postmasters to:

1. Analyze reputation of our domain and IP-address
2. Control letters deliverability
3. Receiving reports of e-mail campaigns
4. Check Spam Rate index
5. Measure percentage of undelivered letters
6. Measure percentage of authenticated letters (including charts of letters, which have been verified with SPF, DMARC & DKIM)

How to register our domain name in Gmail postmaster?

- Log in Gmail account
- Indicate the name of domain
- Confirm my rights to possession of the our domain name (I should add in TXT record in DNS configuration and after approve

Step #3 How to activate the base of subscribers?

How to activate an e-mail list to make first campaigns:

First – we need to create a customer groups (and e-mail lists) from different landing pages:

- First – from this landing page subscription form <https://insurancehunter.net>
- Second – from this landing page subscription form <https://smartfinancial.com>

The same steps I should do with any landing page subscription form which we have, better if I could know date of subscription – I prefer first at all to separate e-mail addresses on different groups depend on date, when user was subscribed (left his cookies).

About the last paragraph above – after I separated e-mails from different landing pages, it will help me to create segments for trigger chains:

- Home insurance
- Vehicle insurance
- Life insurance.

Step #3 How to activate the base of subscribers?

How to activate an e-mail list to make first campaigns:

2. Second step - to check e-mail addresses with validation service (an example, one, which I already used - <https://mailvalidator.ru/>)

After we created segments of users, I should find in e-mail lists *broken/blocked/nonexistent/duplicate* addresses to clean e-mail base before we'll upload it into mailing sender service.

Step #4 Choosing ESP service

Time to choose mailing sender service:

3. When I finished to preparing e-mail base (segmentated and validated it and created lists with a groups of the customers), we need to choose mailing service, which will provide the best conditions to develop e-mail channel.

Top-3 services, which I prefer to use for campaigns sending:

- Unisender (<https://www.unisender.com/>)
- Mailchimp (<https://mailchimp.com/>)
- E-Sputnik (<https://esputnik.com/>)

Step #5 Settings in ESP

Steps after we choose one of the mailing services

1. Create and register name of account.
2. Create and confirm 3 e-mail addresses – one for regular mailings noreply@point2web.com, such a trigger chains, another one – for non regular promotions, which we'll use to send future campaigns promo@point2web.com and another one – for agency clients marketing@point2web.com (prepared before with authorize e-mail with SPF, DMARC records inside ESP).
3. Confirm e-mail in the e-mail sender service.
4. Validate and upload e-mail lists, which we were created before to the new account (home insurance, vehicle insurance, life insurance).
5. Send some proofs to support team (an example subscription forms, which we used to collect e-mail addresses) to be sure we are able to start to send first letters.
6. Connect subscription forms, which we have with sender service to transfer data of the new subscribers if it possible to do it via ESP.

Step #6 Preparing first e-mail campaigns

I should prepare two different types of letters for:

- subscribers, which we already have in base to make Double Opt-in and have their permission to send them any types of promotions;
- create welcome e-mail series for the new subscribers with a help of e-mail sender service (if we already send some promo for them and already had their permission to send them newsletters)

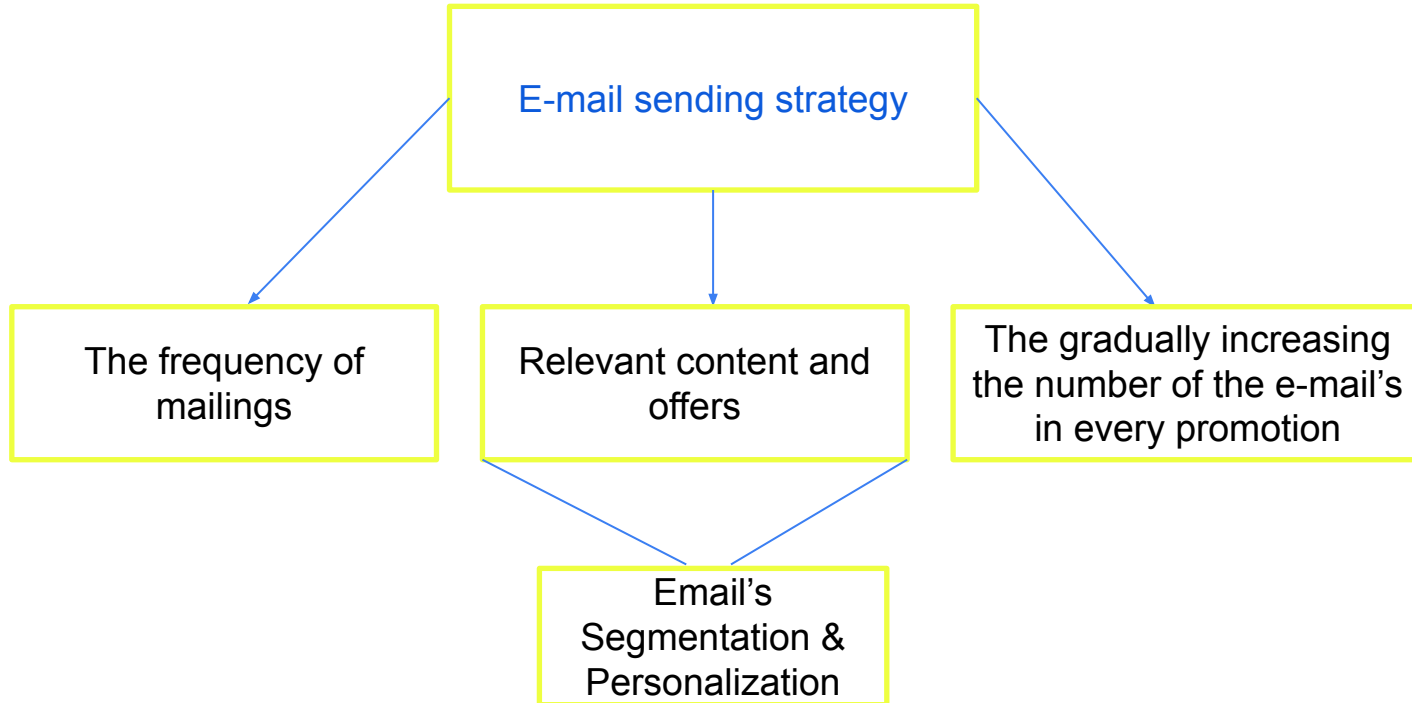
What to do with Double Opt-in?

Better to use Double Opt-in confirmation to have permission to send newsletters to our users. If I decide to use data with only Single Opt-in (without additional letter) it's high probability some letters will get spammed + ***Double Opt-in*** helping to avoid possibility to subscribe users, which have broken or nonexistent e-mail address in e-mail base.

That's means first of all I want to create letter first letter with **Double Opt-in confirmation + to already add customers insurance offers.**

Step #7 E-mail sending strategy (increasing domain authority)

E-mail sending strategy consist of:



Step #7 E-mail sending strategy

Approximate plan of increasing domain authority with e-mail sending strategy (for 60 000 e-mail's base for 10 days):

| Day | The frequency of mailings (letters amount) | The gradually increasing the number of the e-mail's (e-mails amount) | Relevant content and offers |
|-----|--|--|---|
| 1 | 1 | 5000 | Those types of letters for all 10 days – it's <i>subscribing letters to activate e-mail base</i> and don't get spammed (60 000 e-mails I separated for every day mailings). In those letters I'm asking users to confirm their subscription and proposing for different segments (home, vehicle, life insurance) different partners offers (one in every letter after explanation who we are and what the reason to open and follow links in our letters) |
| 2 | 1 | 10 000 | |
| 3 | 2 | 20 000 | |
| 4 | 2 | 25 000 | |
| 5 | 2 | 30 000 | |
| 6 | 3 | 40 000 | |
| 7 | 2 | 45 000 | |
| 8 | 2 | 50 000 | |
| 9 | 3 | 55 000 | |
| 10 | 3 | 60 000 | |

Example of welcome automation scenario

You can follow the link below to see example of short welcome series for subscribers:

https://miro.com/app/board/uXjVOgndxIk=/?share_link_id=969772820314