



# dos & don'ts Of Email List

*Email List User Manual*

## Introduction

### **Technology Email List User Manual by Technology User Lists**

- Learn how to make appropriate use of our email lists to get best results.

Marketing through email is a tricky business. Tricky because email marketing is a mighty tool but can easily be misused. While email can take your business to greater heights, it can also cause more harm than good when it is not done in a right way.

Most of the businessmen think that email marketing is all about buying an email list and sending emails straight away. However, it is important to realize that there are much more things involved to achieve success from email marketing.

Technology User Lists has put together some highly important points that are crucial while you use our lists for your email marketing.

Contact us at

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## The do's

- Combine text and html while creating email to increase the loading speed
- Test your email with different ISPs to ensure the entire message is displayed the way you want
- Identify the best days to send your campaigns. Avoid weekends and holidays
- Check with your list vendor if your email list is opt-in. If not, send opt-in request emails
- Ensure your IP address is not black listed by any ISP to avoid being spam listed
- Reserve a separate domain/server for campaigning purposes
- Check the time zone differences before campaigning to an international email list
- Ensure you have chosen the right targeted list to avoid mistakes and wastage
- Instead of using the entire email list at one shot, use several small parts of the list to send emails
- Remove the unsubscribes / hard bounces from the list before using it again

## The don'ts

- Don't send unsolicited emails. You may get spam blocked by watchful ISPs
- Don't assume your list is permission based. You might annoy the recipients with irrelevant emails
- Don't attract spam filters by using words like "FREE" in your email message
- Don't forget to include an 'unsubscribe' link, a valid 'from' address and your physical address in the email
- Don't use negative words like 'removal' or 'unsolicited' in the unsubscribe clause of the email
- Don't ever 'copy-paste' the entire list in the 'cc' field of your email. Your list might get copied or a negative remark 'replied to all' from a recipient can spoil your brand image...
- Don't use 'outlook' for email distribution. Use emailing software or hire an ESP
- Don't overuse the same list or email content frequently
- Don't miss to review the performance of your email campaigns



# Technology User Lists

Maximise your business

E-mail marketing can help your business grow, but one misstep can cause huge loss for your business. It is important to understand email marketing in and out before you venture into it. Avoid any possible pitfalls by practicing these dos and don'ts.

A fool-proof, informative and useful e-mail marketing campaign will certainly benefit your business if you execute it properly.

Once you know all the traits and secrets, you will be well on your way to winning your customers, building great relationships and positioning your brand.

**Click here to register for a free consultation with our list experts on how to use your email lists efficiently for better results...**



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