



# Email(s) to Spam - Tips & Tricks

2019 - Winter Edition

## User Guide - Table of Contents

[Overview](#)

[Low Engagement](#)

[Clean Email List](#)

[Content Flagged](#)

[Snippets in CE's New Email Editor](#)

[Snippets in Legacy Email Editor](#)

[Trigger Words](#)

[Attachments](#)

## Overview


Club emails can sometimes end up in the recipient's spam folder. When this happens, the end-users, the Members, won't get to see engaging and important communication from the Club. This Guide has been created with the help of Yesware, a frontrunner in email analytics, in an effort to identify five common reasons why your emails are going to spam, and how to fix the issue(s).

**Please Note:** *It is important to be familiar with the FTC's rules and regulations regarding email content. You can find more detail in the [CAN-SPAM Act: A Compliance Guide for Business](#). Please always be ethical and follow FTC guidelines when sending emails.*

## Low Engagement

Spam filters can actually detect the level of involvement from your recipients. Low involvement, low open rates, and high bounce rates lead spam filters to believe that your content should be flagged as spam. The more that Members engage with your email content the more likely you are to have a successful send.

To help ensure Member engagement, create vibrant and interactive content, links back to your website, and use a simplistic content style. In addition, it is important to avoid sending emails to the same Members who repeatedly are not opening your emails. Access your website's Mail Reporting tools in the Admin bar for more information on who is truly interacting with your content.

ADMIN		Client Resource Center			
<b>CONTENT MGMT</b>	<b>COMMUNICATION</b>	<b>USER / PROFILES</b>	<b>EVENTS</b>	<b>REPORTING</b>	<b>CONFIGURATION</b>
Articles	Beacon Manager	Directory / Roster	Event Manager	Active User Listing	Editor Sandbox
Document Upload	Compose Email	Dynamic Groups	Today	CE Stats	Public Home
Form Base	CRM	Groups	Week   Month   Year	Global Services	Site Configuration
Image Explorer	First Impression	Profile	All	Menu Details	Site Notifications
Template Manager	Inbox	Roster Search	Event Reports	Profile Update	<b>INTEGRATIONS</b>
	<b>Mail Reporting</b>	Staff		Session Details	
	Polling	Yellow Book		Site Statistics	Event Billing
	Push Notifications			Summary	RosterSync
	Surveys			User Logins	<b>RESERVATIONS</b>
	Voice Messenger				
					Event Manager
					Role Security 

Within **Mail Reporting**, Users can see open rates, bounces, and link clicks for each mass email sent by the club, shown below.

## SENT GROUP EMAILS

Mail and Groups

Sent Emails											Scheduled Emails	Unsubscribe	Bounce Blacklist	Email Complaints	Single Emails	Email Audit Logs
Start Date	06/06/2018		End Date	11/18/2019		REFRESH		<input type="checkbox"/> Show Messages To Individuals								
<small>Click on the Subject to View Details</small>											<small>Export</small>					
Subject	Sender	Send Option	Recipients Selected	Sent External	Sent Internal	Opened	Open Rate	Bounced	Link Clicks	Links in Message	Sending Complete					
Primary and Secondary	Nathan Haungs	External Only	2	1	-	0	0.0%	0	0	0	9/6/2019 10:56:48 AM					
Primary Only	Nathan Haungs	External Only	2	2	-	0	0.0%	0	0	0	9/6/2019 10:56:03 AM					
Primary and Secondary Test	Nathan Haungs	External Only	2	1	-	0	0.0%	0	0	0	9/6/2019 9:03:50 AM					
Dup Test	Nathan Haungs	External Only	2	1	-	0	0.0%	0	0	0	9/6/2019 9:02:59 AM					
Test 2	Nathan Haungs	External Only	2	0	-	0	NaN	0	0	0	9/5/2019 4:31:36 PM					
Test	Nathan Haungs	External Only	2	1	-	0	0.0%	0	0	0	9/5/2019 4:05:18 PM					
test	Matt Lucas	External Only	1	0	-	0	NaN	0	0	0	8/29/2019 3:21:36 PM					
test	Matt Lucas	External Only	1	0	-	0	NaN	0	0	0	8/29/2019 10:38:24 AM					
Test Group Email	Michael Small	External Only	2	2	-	2	100.0%	0	0	0	8/20/2019 11:48:52 AM					
test- 7/22 10:46 cst	Vijayshree Gidde	External Only	1,579	785	-	44	5.6%	0	0	0	7/22/2019 11:59:01 AM					
hello test- after hotfix	Vijayshree Gidde	External	3	1	-	1	100.0%	0	0	0	7/22/2019 11:58:13					

## Clean Email List

As stated in the first tip, repeatedly sending emails to an address that is not opening or interacting with your content is a good way to get thrown into spam. In addition to this, it is also very important to make sure that the email address still actually exists. Your email send list should only contain current Member email addresses and valid opt-ins from Members.

Delete all inactive Member email addresses on a regular basis. We recommend a weekly or monthly cleanout since Membership preferences can change so often. Again, ensuring a clean email list helps keep you out of that spam folder.

## Content Flagged

Content is a key factor indicating spam. Content refers to the body of the email but also the subject line; both of which can contain words or phrases that could be triggers on many spam filters.

Some rules to live by when creating email content:

1. Avoid ALL CAPS. Email filters catch all caps as an attempt to gain the reader's attention.
2. Avoid using multiple exclamation points!!!
3. Proofread. Proofread. Proofread. Spelling and grammatical errors are a large indicator of spam messaging.

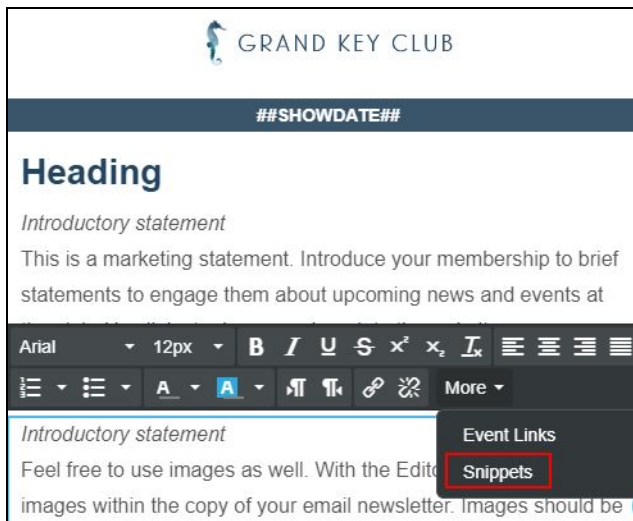
As you can see below, each of the messages in the sample spam folder contains inappropriate capitalization and exclamation marks.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	GLDN	Presents are great, but not if they're late 🙄 - Handmade takes time, take advantage of our only promo MKTHOLIDAY15 MKTHOLIDAY20 RINGS
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SHEIN	CALL ALL SHEINSIDERS: SCORE 2X POINTS + EXTRA 15% OFF - SHEINSIDERS: TODAY ONLY! View in Browser NEW Women CURVE Men Kids Fr
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Massive LuLaRoe Cat.	We have all the new styles! Teddy Bear, Xoe, Elegant and more! - You don't want to miss this! ALL NEW AND ARRIVING DAILY ALL NEW HERE AL
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Tara Lynn's Boutique	Black Friday ending soon... - Get it now. Pay later- with Sezzle! You have 0 TL Bucks to use. Keep earning or cash them in for a discount on your r

To really perfect the kinds of content you send to Members in order to skip the spam folder, we recommend personalizing your content using snippets. According to Yesware, 57% of Users consider messages spam if they aren't directly relevant to them and their needs.

Using snippets allows the spam filters to pick up that you know the recipient you're sending to. As an added bonus, personalizing your email also increases the likelihood of your recipient engaging and interacting with your message.

## Snippets in CE's New Email Editor



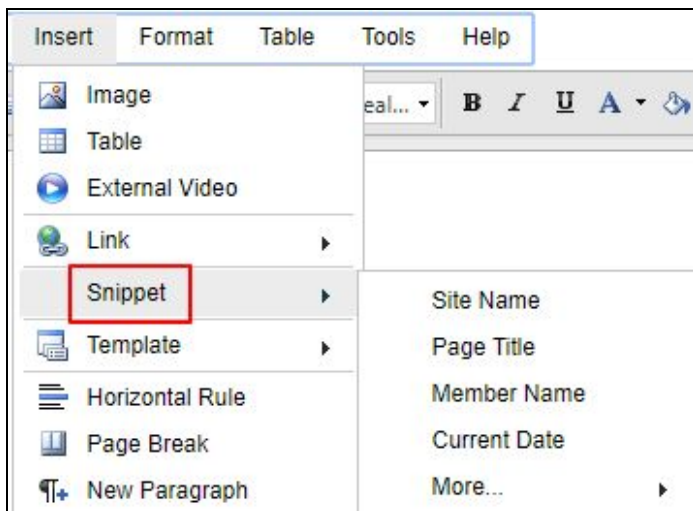
### Choose Snippet ✕

- Site Info
- Date Formats**
- Time Formats
- Member Info
- Home Mailing Address
- Custom Fields
- Interface Links
- Current Month Statements
- Last Month Statements
- Page Info

- Current Date in format "Monday, November 18, 2019"
- Current Date in format "11/18/2019"
- Current Date in format "November 18"
- Current Date in format "November 18, 2019"
- Current Date in format "Nov 18"
- Current Date in format "Nov 18, 2019"
- Current Month (November)
- Previous Month (October)
- Next Month (December)
- Current Month with Year (November 2019)
- Previous Month with Year (October 2019)
- Next Month with Year (December 2019)
- Last Day of Current Month (30)
- Last Day of Previous Month (31)
- Last Day of Next Month (31)
- Current Year
- Previous Month's Year
- Next Month's Year

[Add Snippet](#)

## Snippets in Legacy Email Editor



The screenshot shows the Legacy Email Editor interface. The 'Insert' menu is open, and the 'Snippet' option is highlighted with a red box. The 'Snippet' submenu is visible, listing options: Site Name, Page Title, Member Name, Current Date, and More... The 'More...' option has a right-pointing arrow. The main editor area shows a toolbar with icons for Bold (B), Italic (I), Underline (U), Text Color (A), and a link icon. The text 'eal...' is visible in the editor area.

## Trigger Words

Please see the list below for common words that when used in email content (subject line or body) will flag an email as spam. Increased use of these words increases the likelihood that your emails will be considered spam.

<h1 style="text-align: center;">SPAM TRIGGER WORDS</h1> 			
% off	Double income	Lifetime	Prices
\$\$\$	Earn \$	Limited time	Problem
Acceptance	Earn extra	Lose	Promise
Accordingly	Extra income	Maintained	Refinance
Action	Fast cash	Make \$	Reminder
Act now	Free	Medium	Remove
Affordable	Free offer	Miracle	Sample
Apply now	Free trial	Never	Satisfaction
Avoid	Get it now	No hidden costs	Save \$
Billion	Get started	Now only	Solution
Billing	Great offer	Obligation	Special promo
Bonus	Guarantee	One hundred	Stop
Cash bonus	Help	Percent free	Success
Chance	Hidden	One time	Test
Cheap	Hidden assets	Opportunity	Thousands
Click here	Increase sales	Order now	Urgent
Credit	Increase traffic	Order today	Visit website
Debt	Incredible deal	Please read	Win

## Attachments

Attachments alert spam filters of a possible virus. Also, attachments negatively affect the load time of your email, which increases bounce rates. The reason why spam filters flag attachments, is because actual spam emails often contain destructive attachments, so spam filters automatically err on the side of caution.

If you would like to attach something to an email, link text within your email body back to your website.

Linking back to the website will:

1. Drive Member traffic to your site potentially increasing reservations, event registrations, and more!
2. Help you avoid the flag of a spam filter that goes along with scanning an attached file.

In addition, it is important to use a descriptive link rather than just the hyperlink. For example:

**Book a Personal Trainer** rather than

[www.grandkeyclub.com/calendar/booking/personal\\_training\\_sessions](http://www.grandkeyclub.com/calendar/booking/personal_training_sessions)