



## Deliverability 101

# There's No Second Chance at a First Impression!

The topic of first impressions deserves its own section in our deliverability series because it serves as the foundation for all of your email efforts to come. For companies that succeed in creating a high-quality first touch program, the payoff has been huge! Open rates for companies with a solid initial email have increased their email open rates by as much as 200%, with many averaging conversion rate increases of approximately 45%.


Still, we realize that making a great first impression is hard, which is why we created this eBook. Our mission is to guide you through a few strategies that will help your email stand out, allow you to start off your relationship with your contacts on the right foot, and achieve some serious results.



# Establish the Who, What, When, Where, Why

Making a good impression requires you to remind your contacts about who you are and what you have to offer. Your first email, and maybe even your second, should inform your recipients about your company and introduce them to your domains and brands. This will help your contacts put a face to the name and learn to recognize you as they receive further communications.

Next, let your recipients know which type of content they should expect to receive from you, why, and how often(when). This will help your new contacts get on board with your plan and create a sense of anticipation for what's to come. For example, if your contacts are looking forward to receiving relevant eBooks or blog posts related to topics they want to learn more about, they'll be more likely to open up your email because they know what to expect.



**Thanks for connecting with us at Technology For Marketing!**

Thanks for connecting with us at Technology For Marketing in London! It's always exciting to meet fellow marketers and see the latest tools, trends and technologies shaping our profession.

**Did you know - We've done it again!**


Act-On continues to be recognized for our adaptive marketing vision. We have been named Visionary for two years in a row in the new [Gartner Magic Quadrant](#). Act-On's adaptive marketing vision adds an intelligence layer that predicts, adapts, and responds to the way each customer wants and expects to be engaged.




One of our reps will be in touch shortly but if you want - get ahead of the game and schedule your [demo](#) here at a time to suit you.


We look forward to hearing all about your vision and helping you reach your goals.

Your Partner in Marketing


Act-On Software

  
Take a Tour

  
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Finally, your email should inform your recipient of where and how they opted-in to receive email communication from you in the first place. Our target customers have many things that occupy their mind on a daily basis, so they may have forgotten when and where they signed up for your email list before receiving that initial message. The best practice is to remind them why they are receiving communication from you in order to establish trust early on in the relationship. (You'll likely have to continue to introduce yourself to your contacts at various points throughout the customer journey, so you should expect to follow this process more than once.)



Online Learning

THOMPSON RIVERS UNIVERSITY  
OPEN LEARNING

Hello {{VCard.FIRSTNAME}},

You've taken the first step! Deciding what to study is next. As you search for the program that best fits your needs and interests, we're here to help you find the information you need for a smooth journey.

Whether you're looking for a strong start to your career, or are a working professional wanting to move up, health sciences is an exciting area to study. Our health programs range from certificates that feature online coursework with on-campus or remote practicums, and a bachelor's degree that accepts a high degree of transfer credit from health-care diplomas.

If you're not ready to commit to a program, you can start with a single course. Enrol in a program once you're sure it's the right fit.

We look forward to welcoming you at Open Learning!

[Explore Health Sciences Programs](#)



Every new event that requires an email is an opportunity for you to introduce yourself in a way that makes you stand out from competitors and achieve your goals. Aim to make a good first impression when introducing new products, beginning the new customer onboarding process, and any time the prospect or customer moves to another stage in the sales cycle.

## 3 Demand Generation Myths **DEBUNKED**

**act-on**  
WEBINAR

Dear {{First Name}},

Thank you for registering for this webinar. For your convenience, add to your calendar by simply clicking on the "Calendar" icon below. We will be sending the URL to join the webinar in our reminder message 1 week before the event.



**What** 3 Demand Generation Myths Debunked

**When** May 22 2018 8:00 AM - 9:00 AM (PDT)

**Instructions**

Reminder: You will receive a reminder email approximately one week prior to the webinar with login link/instructions.

**Choose one of the following audio options:**

**TO USE YOUR COMPUTER'S AUDIO:**

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See you online soon!



# Set Expectations

Setting your company up for success and good email deliverability relies on setting expectations and confirming value early on. Your very first email is a great opportunity for you to do that while also reducing the number of spam complaints you would see otherwise.

For example, if someone has signed up for a daily email and you remind them of that, they are much more likely to opt-out than mark your email as spam if they get annoyed. Conversely, if someone signs up to receive content without knowing to expect daily emails, there is a much greater chance of them marking your communications as spam.

Another important piece of setting expectations is making sure that those expectations are being monitored and met. Beyond the likelihood of a spam complaint, you might run into trouble with ISPs. Email providers scan emails too and, while it is unclear how much they capture, double opt-in confirmations and good initial emails seem to positively impact reputation and deliverability.

## Double Opt-In Email

That brings us to our next point: the importance of sending a double opt-in email after your contact signs up to your email list. This enables you to confirm the new contact's identity and gives them the opportunity to once again confirm that they wish to receive emails from you.

A double opt-in email should have the information outlined above along with a statement regarding what to do if the email was sent to the wrong person. However, some of the information collected may be omitted in a double opt-in email if it is considered Personal Identifiable Information (PII).

# Follow-Up Email

Maintaining your customers' trust and helping them see the value in your product is an ongoing effort. Therefore, your second email (or first, depending on where in the email chain a sender is) should also feature the information in the initial email but in a more in-depth manner that conveys the vital elements of your brand, products and services, and overall experience. Expectations should be set and then met — don't break your promises!



The image shows a promotional email from Plante Moran. At the top, the company name 'plante moran' is in a teal sans-serif font, followed by a vertical line and the services 'Audit. Tax. Consulting. Wealth Management.' in a smaller font. Below this is a large, abstract graphic consisting of two curved, overlapping bands in shades of teal and blue, with a bright light source in the center creating a lens flare effect. The main heading 'Proof, not just promises' is in a bold, teal sans-serif font. The body text is in a dark grey sans-serif font, consisting of three paragraphs. The first paragraph states the company's commitment to client engagement. The second paragraph mentions an independent survey. The third paragraph provides specific survey results. A call to action is at the bottom, preceded by a question.

**plante moran** | Audit. Tax. Consulting. Wealth Management.

## Proof, not just promises

We promise our clients an engagement that's more than a professional transaction. We go beyond the numbers to understand our clients and help them reach their business objectives. But, how do we know we're succeeding?

We've engaged an independent company to survey our clients and ask, "How's Plante Moran doing?"

Last year, 98 percent of our clients said they'd recommend us, and 93 percent said we're better than the competition. While many firms promise great client service, we have the numbers to prove it.

Want to know more?

**[VIEW THE CLIENT SATISFACTION SURVEY RESULTS >](#)**

## Conclusion

Following best practices and meeting expectations can go a long way in the world of email marketing. Making a good first impression is only the first step in ensuring email deliverability and nurturing a long-lasting relationship with your customers, but is a crucial component in establishing a mutually beneficial relationship to build on from the very start.