Sample chapter layout page:

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| --- |
| Email Reputation Management |
|  |  |
| At a Glance**No table of contents entries found.** |

Sample best practice:

|  |  |
| --- | --- |
|  | **Best Practice**: This is why my best practice is to always schedule a Campaign Run in the future, even if it is 10 minutes from now. |

Sample caution

|  |  |
| --- | --- |
|  | **Caution**: This is a sample caution. You might want to revise that heading. |

Sample note:

|  |  |
| --- | --- |
|  | **Note**: for the Batch campaign, you will simply select Run Once then Run Now |

Sample warning:

|  |  |
| --- | --- |
|  | **Warning**: This is a sample warning. |

Sample checklist:

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| --- |
| Email Reputation Checklist* SPF and DKIM are setup at the integration stage. [link back to that section]
* From address is from a valid domain from Step 1. Make sure this is an alias or box you have proxy control over. [Email Basics LINK]
* Use [Marketo’s Email Checklist](https://community.marketo.com/MarketoArticle?id=kA050000000KzRG) while building your templates.
* When building email templates, use a spam and viewing checker to verify your code is up to snuff: EmailOnAcid, Litmus.com, Mailchimp (paid), ReturnPath, or IBM Deliverability package.
* Avoid common spam words and sales-y content. Here are two recommended lists.
	+ [Sendblaster’s List](http://blog.sendblaster.com/2009/10/19/200-spam-words-and-phrases-to-avoid-in-your-email-newsletters/):
	+ [Mannix Marketing](http://blog.mannixmarketing.com/2009/08/spam-trigger-words/send):
* Subject line avoids non-alpha characters, ALL CAPS
* No rich media or scripting
* Limited images. Be sure to include ALT and Description tags to ensure people who block images in their email viewer can read what you intended.
* No hidden font colors such as White, Red, or Gray.
* Avoid too many font size changes or large fonts.
* Manage your database to clean out hard bounces, multiple bounces, and spam traps regularly.
 |

Sample self-quiz:

|  |
| --- |
| Self-QuizWhat email keywords result in most clicks?What is the difference between a soft bounce and a hard bounce?What are email deliverability benchmarks?Does Marketo have a tool for generating Email deliverability reports? |

Sample formatted table:

|  |  |  |
| --- | --- | --- |
| **Type of Hard Bounce** | **What Marketo Does Automatically** | **What You Can Do To Help** |
| Email Incorrect (mistyped, non existent) | Hard Bounce=TrueReason=response codeEmail Invalid=True*Email will be listed as blocked from mailings.* | Lower score.Examine the list to see if an email had an obvious typo, e.g. “@gmlai.com” for “gmail.com”Remove from your house lists.Create a smart list to examine bounce codes. |
| Anti-spam Block (spam trap or your domain was blacklisted as a spammer) | Suspended for 24 HoursEmail Suspended Cause Marketo will try again. | Analyze these using a smart list [If your email or domain are blocked/blacklisted, call Support [link]Setup DKIM/SPFExamine copy and html layout of your emailsRemove Spam Traps |
| Technical Issue (the recipient’s server did not properly respond). | Nothing. | Nothing.*Email address is available to send immediately.* |