Sample chapter layout page:

|  |  |
| --- | --- |
| 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-Quiz  What 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=True Reason=response code  Email 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 Hours  Email 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/SPF  Examine copy and html layout of your emails  Remove Spam Traps |
| Technical Issue (the recipient’s server did not properly respond). | Nothing. | Nothing.  *Email address is available to send immediately.* |