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6 GREAT TIPS
TO GET YOUR VIDEO EMAILS OPENED AND READ

Among the largest concerns for email marketers today are over aggressive Spam filters and how they negatively affect email deliverability.

Internet Service Providers (ISPs) and corporate domains are battling a huge Spam problem. In fact, some reports suggest that approximately 70% of all global email is Spam. To combat this problem and keep Spam out of their users' inboxes, ISPs and corporate domains have been forced to employ various email blocking and filtering techniques. As a result, ***a Spam filter could classify your legitimate, permission-based email back as Spam*** and route the email to the Spam folder instead of directly to the Inbox. This is known as a "false positive."

Since it is **15 times less expensive** to market to an existing customer than it is to acquire a new one, your efforts to understand and increase your deliverability will be well worth your time.

The following statistics clearly prove your Customers are actually looking forward to receiving a Video Email from you.

Do my customers want Video Emails from me?

- Yes. 78% of consumers indicated they would "look forward" to receiving any type of email from a business they frequent. *(AOL Survey)*
- 66% of consumers indicated an email of any type from an existing business relationship was the best form of customer service they had experienced in their lives. *(AOL Survey)*

Does email marketing boost sales?

- 68% of the respondents said they have made purchases online after receiving email. *(DoubleClick)*
- "…a discount was the most compelling motivational factor for making an immediate purchase after clicking on an email (70%)." *(DoubleClick)*

Should I send Video Emails to my existing customers?

- The odds of selling a product to a new customer are 15%, whereas the odds of selling a product to an existing customer are 50%. *(Bain and Co.)*
- Acquiring a new customer costs 5 to 10 times more than retaining one. *(eMarketer)*
- Repeat customers spend 67% more. *(Bain and Co.)*

Can I build my business on referrals?

- Absolutely, yes! After 10 purchases, a customer has referred up to seven people. *(Bain and Co.)*

These facts also show that **recipients have become more savvy in managing their email inboxes**, and more particular about what they open and respond to:

"Email sender recognition and relevant content are the keys to successful email marketing; both have a dramatic impact on likeliness to open and convert."

How can you take this information and apply it to your own Video Email marketing efforts?

Make sure recipients know who you are. "64% of respondents cite the 'From' line as the most important factor motivating them to open permission-based email." *(DoubleClick)*

1 INCLUDE YOUR BRAND IN THE "FROM" LINE

For better sender recognition, make sure you use a "From" name and address that includes your name, company, product or brand name. This best practice has never been more important. Your brand in the "From" line assures the recipient that the email is coming from a reliable and trusted source and builds familiarity and credibility—especially when repeated over time.

For Example: From Line: videoemaildelivery@talkfusion.com on Behalf of [bob@bobshoes.com]

2 INCLUDE YOUR BRAND IN THE "SUBJECT" LINE

You should also incorporate your brand into the "Subject" line of your email.

Here's an example of a newsletter that Bob Smith of Bob Shoe's sends to his Customers:

Subject Line: 10% Discount offer from Bob's Shoes

3 MAKE SURE YOU GIVE RECIPIENTS WHAT THEY WANT

"Likeliness to respond to permission-based email was most increased by content based on specified interests (72%), while 68% cited relevance. Recipients clearly desire to state their preferences." (DoubleClick)

Naturally, **when an email is targeted, relevant and timely, the recipient is more likely to open, read and act on it.** The ideal content and frequency of email marketing communications will be different for every business and every audience.

How do you determine what is right in your case? Just ask your Customers!

Make the "ask" as formal or informal as you wish. Your customers and prospects will be eager to share their opinions and they will appreciate being asked. Most importantly, you can use the information to establish the email content and frequency that is right for your audience. And that equates to more readers and better response rates.

4 USE YOUR REPORTS

Review your reports to monitor your subscriber feedback on a regular basis. (*For Example:* opens, clickthroughs, email replies, unsubscribes and Spam complaints.)

5 BECOME A TRUSTED SENDER

Encourage the recipient to put your From Address, videoemaildelivery@talkfusion.com in their address book, whitelist, trusted sender list or approved sender list (whatever the name may be in their email client). For instructions on how to do this with the most popular ISPs, **click here.**

Anti-spam features in Gmail, Yahoo, Hotmail and Microsoft® Outlook® are designed to place Spam control in the hands of recipients, and to protect them from unwanted visual images. In Gmail and Microsoft® Outlook® your beautiful HTML layout will appear, but images will not be visible unless you are on the recipient's trusted sender or contact list.

As a trusted sender or contact, your email will be delivered and remain exempt from anti-Spam measures including filters, challenge response systems or image blockers.

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6 UNDERSTAND EMAIL FILTERS

Always check your "From" line, "Subject" line and email copy, and avoid using language and techniques that might look like Spam to a content-based Spam filter.

Avoid the following:

- *Spam-like words:* Free, guarantee, credit card, work at home, investment, financial freedom, etc.
- *Red text:* Get the red out. Red is a loud color and can be hard to read. It is also a Spam tactic that may cause an email filter to be activated.
- *All capital letters:* Do not use all capital letters and over-punctuate. When you use all capital letters, there is no differentiation in your words. This makes them harder to read. It also appears as if you are angry or shouting, making your email look like Spam. This dramatically increases the likelihood of your email being filtered.
- *Excessive punctuation !!!, ???:* This is likely to cause email filters to engage; especially when used in conjunction with Spam-like words and capital letters.
- *Excessive use of "click here" especially in all capital letters:* Make your call-to-action links more specific to avoid filters.
- *Excessive use of $$, and other symbols:* Again, this action is likely to trip email filters. Use just one dollar sign for currency and use descriptive words instead of symbols to get your message across.
- *No "From" address:* This is a waste of valuable real estate. It looks like Spam and will increase the likelihood of your email being filtered.
- *Misleading (or missing) subject line:* Always match your "Subject" line to your email content and never leave the "Subject" line blank.

AS A COMPANY, TALK FUSION TAKES MANY STEPS TO ENSURE SUPERIOR DELIVERABILITY

After undergoing a lengthy and intensive screening, Talk Fusion was placed on the **Return Path Sender Score Certified** list, one of the industry's **Premier Internet Whitelists.**

To help combat "False Positives," Talk Fusion sends a control group of 1,100 emails to ISPs around the world, nearly every day, to test exactly how our Video Emails are routed. We receive a detailed report, so we know exactly how those Video Emails were categorized and how they were sorted. Talk Fusion is currently registered with, and approved by, over 1.8 billion ISPs, Universities and Corporations worldwide, and that number continues to grow.

Talk Fusion receives **Preferential Delivery**, meaning we experience a **20%-30% higher deliverability rate** than the average company. Sender Score Certified senders also have greater editorial freedom with their email creativity, even with elements that are traditionally Spam indicators.

Talk Fusion Video Emails automatically pass the following filters:

- Desktop Client Filters: Outlook 2003®, Outlook 2007®, Outlook 2010®
- Server Filters: BrightMail, Cloudmark, MessageLabs, Postini, SpamAssassin 3.3.2
- Gateway Filters: IronPort, Barracuda

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