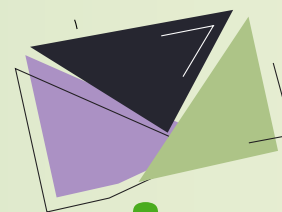# 17 most common email marketing mistakes

ecomail

When done correctly, email marketing can bring you great results! But success is often hindered by unnecessary mistakes. In this e-book, we'll show you the most common ones related to deliverability, working with contacts, creating email campaigns, evaluating results, and **optimizing future campaigns**. We'll help you avoid mistakes so they don't hold you back.

Deliverability

Successful delivery of email is the foundation of effective email marketing. Deliverability is influenced by the sending domain, the quality of the database, the content of the emails, and many other factors that should not be underestimated. In fact, every minus point can mean a **direct path to the spam folder**. Here are the most common oversights:
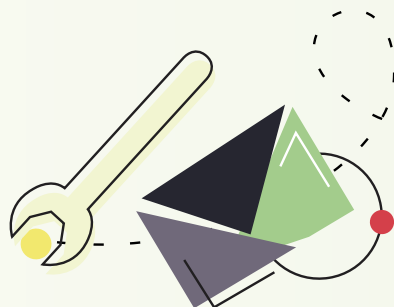
01

Unverified sending domain

To fight spammers, email providers are **constantly increasing their requirements for email delivery**. Sending newsletters from an unverified domain can lead to being evaluated as **potentially dangerous or untrustworthy**. This is because the servers cannot verify whether you are the sender, or someone is claiming to be you.

In the long run, sending newsletters through an unverified domain may **negatively affect its reputation** and thus increase the likelihood of falling into a spam folder or in the worst-case scenario **blocking your campaigns once and for all**.

Ecomail makes **domain authentication easy** and actively encourages users to do so, mainly to ensure **the highest possible deliverability**. In addition, it automatically checks that the domain is verified correctly.

- Verify a 2nd level domain (e.g. @ecomail.cz) or a 3rd level domain, so-called a **subdomain** (e.g. @newsletter.ecomail.cz), and you will be evaluated as a more trustworthy sender thanks to the DKIM and CNAME records you set up. We generally recommend that you **verify and use the subdomain** because it has a separate reputation. This means that any spam markings are only associated with the subdomain and the domain itself is not negatively affected.

Verified 2nd level sending domain (ecomail.cz) and 3rd level domain (newsletter.ecomail.cz).

- **Never use freemail addresses** (e.g. yahoo.com, gmail.com) for bulk emailing. Mail clients automatically block such mailings or mark them as spam, so Ecomail does not even allow the use of freemail addresses for email marketing.

#tip:

If you don't know how to verify your domain, contact our **online support** to guide you through the verification process.

02
Poor database condition
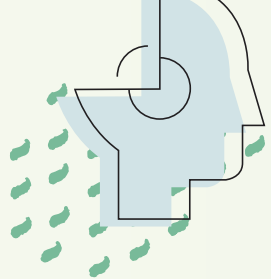
Database condition is negatively affected by contacts from publicly available and purchased databases, non-existent addresses, and inactive contacts. If there are such contacts in your database, it will be **reflected in the results**. Most likely, open rates will drop and your emails will be **delivered to the spam folder**. The reputation of your domain will be damaged, and in the worst case, your domain **may be blocked** and you will no longer be able to send even regular emails from it.

Publicly available databases - Your database should not include contacts found on publicly available websites, e.g. email addresses for schools, offices, hospitals, and other institutions.

Purchased Databases - If you attempt to reach contacts from a purchased database via bulk email, it can be seen as an illegal activity. You would not have the subscriber's direct consent to send commercial communications. In addition, such databases are full of poor-quality addresses and spam traps.

Non-existent addresses - If you have non-existent addresses in your database and regularly send campaigns to them, it can have a significant impact on your reputation and therefore deliverability, plus it skews your campaign statistics.

Inactive contacts - These contacts are referred to as „dead souls" because they don't open or click on your messages and there has been no activity for a long time. Inactive contacts degrade the quality of your database and your email marketing results.

- Under the law (such as GDPR, CCPA, Act 1988, etc.), you can use bulk emailing to reach out to contacts based on **previously given consent or legitimate interest** that arises, for example, from a purchase - you can then reach out to the customer with an offer of goods similar to the one they bought. Consent and **legitimate interest** must be documented in case of an inspection by the Data Protection Authority.

- Data protection and communication laws might be different in your country - always make sure to know your rights and limitations.

- **Activate the double opt-in process.** This way, only existing addresses that are actually interested in your e-mailing will be included in the contact list.

- Expand the database with new contacts, regularly try to revive inactive addresses, and do not be afraid to unsubscribe so-called „dead souls".

Thank you page after filling out the form on your website with a prompt to confirm your email address.

Double opt-in email in which the subscriber confirms their email address.

03
Inappropriate email content

Content of the email itself has also an impact on delivery success, because it is scanned and checked by spam filters. If your content raises suspicion, the filters can mark your email as untrustworthy and send it to the spam folder. Problematic content includes excessive images, inappropriate words and characters, overuse of emojis in the subject line, and attachments that increase the size of the email.

- Do not exceed **the text to image ratio**, the recommended layout is 60:40.

- Avoid **attachments** that are unreadable content for email providers and can't even measure click-throughs.

- Avoid **sensitive words** (e.g. crypto, covid) and profanity.
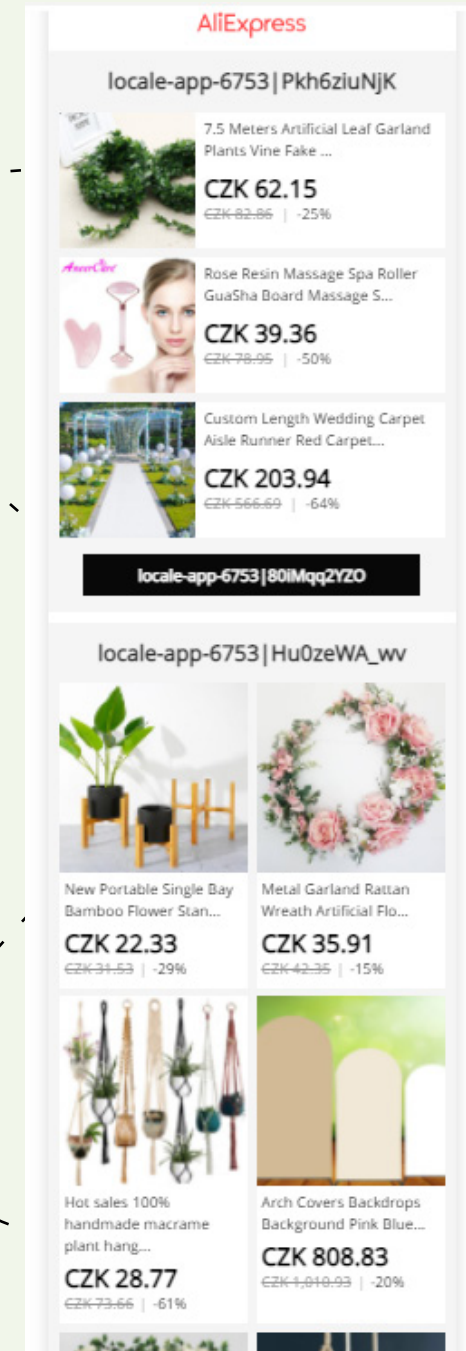
Example of inappropriate newsletter design - full-page content.

04

Not using
a spam test

If you send out a newsletter without checking it, you risk poor deliverability. You can test whether the newsletter complies with the general recommendations by using the spam test. In Ecomail, the spam test is part of the campaign creation, so you can **spot any errors** in seconds and find out what you should work on before sending out the campaign.

• Always test your campaign with the spam test before sending it.

Sample spam test in the „Testing" section of Ecomail.

05
Frequency of emails

If you send out emails **too often**, e.g. you send campaigns daily to your entire database, it can lead to initially interesting emails being perceived as **annoying**. Subscribers stop **opening and reading your emails**, and as a result, the number of **inactive addresses in the database increases**. In addition, contacts may unsubscribe, or worse - **mark you as spam**.

- **The ideal frequency of email campaigns** will depend on how much **quality content** you are able to produce. If you have enough news, offers and events, you can send newsletters every week. But remember that less is sometimes more.

- Try using **preferences** to ask your subscribers how often **they want to receive** newsletters or what topics interest them.

You received this email because you purchased something from our stores or signed up online.

You can change your mailing preferences here.
If you don't want to receive our emails, you can unsubscribe here.

Link to the option to select the frequency preference in the footer of the newsletter.

#tip:

Learn what to look out for to avoid the **spam folder**.

Work with contacts

Effective email marketing also includes active work with acquired contacts. **Quality** is the key. It does not necessarily mean that the more contacts in the database, **the better the results**. Focus on contacts that interact with you. Sending out to these contacts will then usually make it easier for you to achieve the goals you set in your email marketing.

06
Sending emails
to the entire database

The most common mistake is sending **all bulk mailings to the entire database of contacts**, which in the long run causes a **gradual deterioration of emailing results**. Such newsletters are usually too **generic** and may not be relevant to the recipients, so they may **stop opening them after a while**.
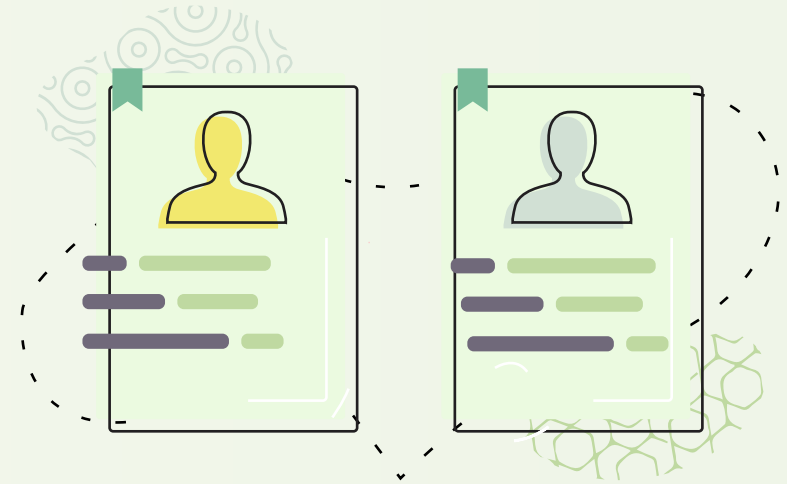
- **Segment** and send newsletters that interest your readers. You can segment your contacts based on their **characteristics** (and divide them into men and women, for example) or by their **activity** (and create a segment of the most active contacts to send to more often).
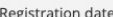

This is what the active customer segment can look like.

07

Zero work with inactive audience

There are always contacts in the database who **have not shown any activity** for a long time (e.g. they have not purchased or opened any emails for a long time). In good faith, you keep sending more newsletters to them, but the result is that the reputation of the entire database is **negatively affected**. As soon as a regular reader becomes an inactive contact, you should pay attention, because **inactive contacts in the database decrease your open and click rate** in the long run and have a negative impact on **deliverability**.

- Try a **reactivation campaign** to increase your chances of „reviving" a contact.

- Unsubscribe contacts that cannot be reactivated.
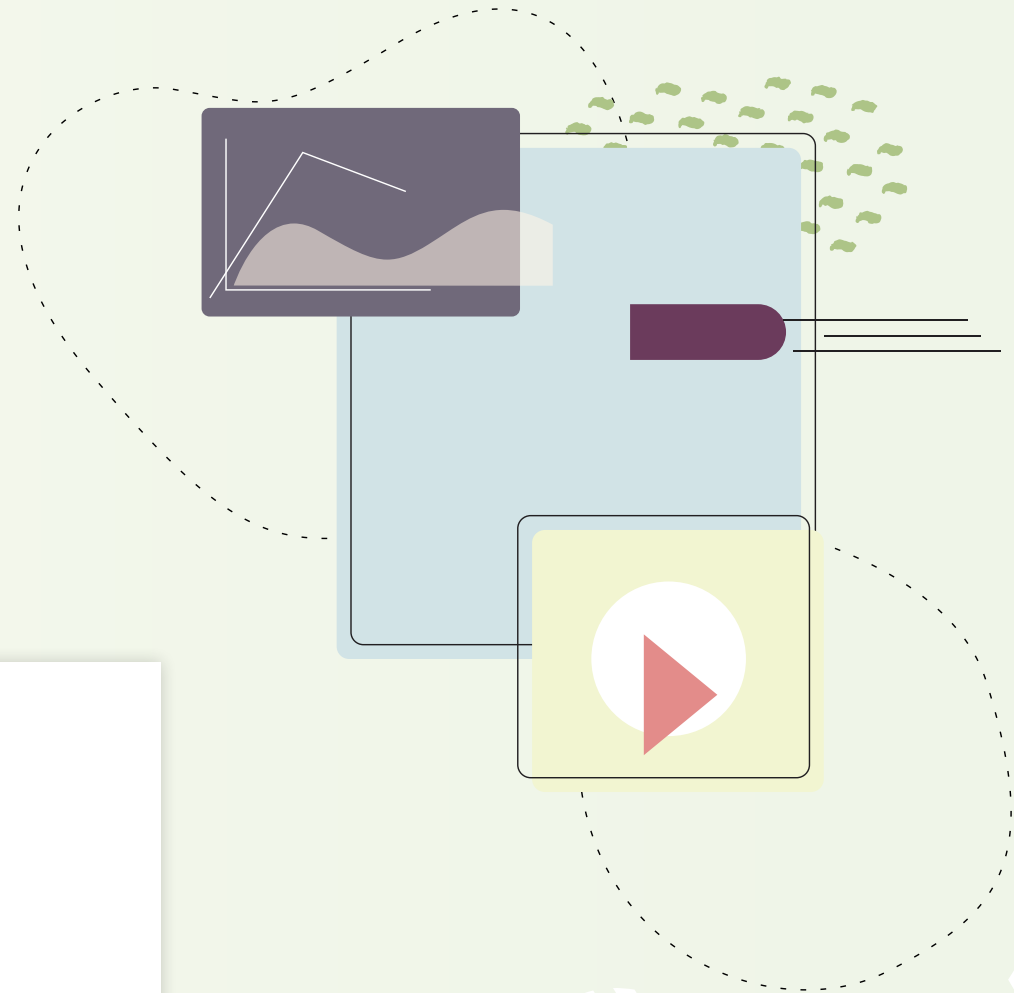
08
Absence of forms for collecting contacts

Actively collecting new contacts is often forgotten. You can support the growth of your database with sign up forms, which are **one of the most effective ways** to acquire new contacts and turn website visitors into **paying customers**.

- Set up a **collection form** on your website to grow your database more efficiently. In Ecomail, you can choose a **pop-up for desktop and mobile, a slider bar, or a classic form for your site**.

- Try collecting leads on Facebook using **Lead Ads**.

- Always offer **something in return for an email**. No one will give you an email address „just like that" these days. It could be a **discount on your first purchase**, free shipping, or a handy ebook.

Pop-up offering free shipping on your first order in exchange for an email.

09

Lack of communication with newly acquired contacts

If you are actively collecting contacts using a website or Facebook forms, you may be forgetting about follow-up communication. A fundamental mistake is **the absence of a welcome campaign** or its low quality. After signing up, a contact **expects at least some confirmation or information** about what emails they will receive.

If a welcome campaign is set up, you still haven't won. It may happen that a long time elapses between the subscription and the next newsletter and the **subscriber forgets** that he/she has subscribed and may perceive the email as **spam**.

- Set up **welcome automation**. This reacts to a contact signing up to your list, and you can **welcome a new reader immediately** after they have signed up for your newsletters. Don't wait too long and take advantage of the fact that the new contact has **expressed interest and wants to communicate with you**. You'll be rewarded with the **great results** that welcome campaigns typically show.

- Make sure to **test** the entire process and subsequent welcome emails properly.

#tip:

Welcome and **other popular automation** can be set up in Ecomail with pre-set templates in no time.
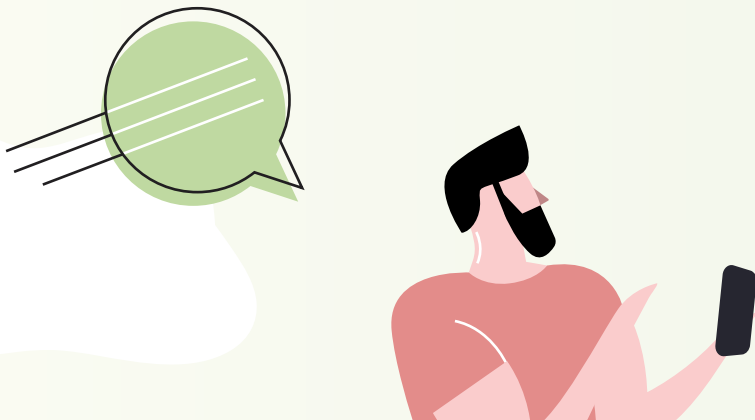
Email campaigns

There are many factors that influence the success of an email campaign and you should pay attention to them during the creation process. Successfully delivered email is the foundation, but the work doesn't end there. There's a **battle for attention in the recipient's inbox** to **open** your email and then **read** and **take the action** you've set as the campaign goal. Learn how to eliminate mistakes at each stage of campaign creation.

10

The untapped potential of sender's name, subject, and preheader

The first step of successful email marketing is to deliver the email. But once that happens, it is very important to engage the recipient enough to open the message. Three important things play a role in this: **the sender's name, the subject line, and the preheader**.

Statistics show that the open rate is influenced 72% by the sender's name, 12% by the subject line, and 8% by the preheader. Yet a common mistake is a sender's name that doesn't say anything, a subject line that is **too long or incomprehensible**, which **doesn't correctly describe the content of the newsletter**, and a preheader that is often missing altogether.

- **The sender's name** has the biggest impact on the open rate, so make sure to be consistent.

- Take the time to come up with a **subject line** that will **engage** your recipients and entice them to open your newsletter. Do not use caps lock or exclamation points in the subject line. Don't go **overboard with emoticons** - some email providers will **take away domain scores** for using them.

- Don't forget the **preheader**. It appears right after the subject line in the inbox, so it should follow or complement it. You can also set a hidden preheader in Ecomail.

| ☐ | AliExpress | ☆ | Items other shoppers LOVE 😍🔥 – Don't let these deals slip by | 22. 4. 2022 |

Example of an inappropriate subject - capslock and multiple emojis.

Kate from Ecomail	**[Webinar] What makes a successful email strategy** - Be our guest and learn more about organizing and managing with our specialists
Kate from Ecomail	**Come meet us in person** 👋 - Prague ecommerce expo is coming up
Kate from Ecomail	**Valentine's Day emailing that your customers will fall for >>** - 14 tips on newsletter full of love
Kate from Ecomail	**[News] Mobile pop-ups, contact rating, automation tweaks and more** - Winter updates and new features
Kate from Ecomail	**PF 2022 - Behind the scenes of Ecomail** - You want to see who is behind your favourite emailing app? Take a look.
Kate from Ecomail	**Christmas gift from Ecomail has just arrived** - Special deals, christmas checklist and exclusive templates

Examples of subject and preheader combinations that complement each other.

11
Too much information in one email

Trying to cram **everything into one email** is not a good idea, even if you have lots of interesting products and content. It's easy to **lose track of the most important information** and the goal of the email, and you may not be able to lead the reader to the exact action you wanted them to take - whether it's to make a purchase, download an ebook, or even read a new article. Long newsletters tend to not only have worse results, but they can also be **too big**, which is why some email providers cut them off and don't display them in full.

- Always stick to the **one goal** you want to lead the customer to. This needs to be clear **throughout the newsletter**, and support the call to action with a **button**.
- Get the main message right in the **introduction**.
- Pay attention to the **size** of the email, keep it under 100 kB.

Sample e-commerce store template with the main message in the introduction and CTA.

12

Insufficient control and testing of the distribution

The finished newsletter needs to be thoroughly **checked and tested**. It's not enough to send just one **test email**, because each email provider has its own specifics and the newsletter displays a little differently in Yahoo and Gmail, for example.

Subscribers open newsletters not only on desktop, but also on mobile, so the template should be **responsive**. However, the display on both devices is very different, so proper testing is definitely in order. Proper and thorough testing will **uncover a lot of unnecessary bugs** before you send it out.

- Check how the newsletter looks on the most used **email providers** of your subscribers.

- Edit the template for **desktop and mobile** and preview it before you send it.

- Watch out for **grammatical errors** and **typos**.

- Check the **links** if they are correct and functional. Always have at least one link to your **website**, a link to the online version, and an unsubscribe link in the template. By law, every reader must have the right to unsubscribe from emails.
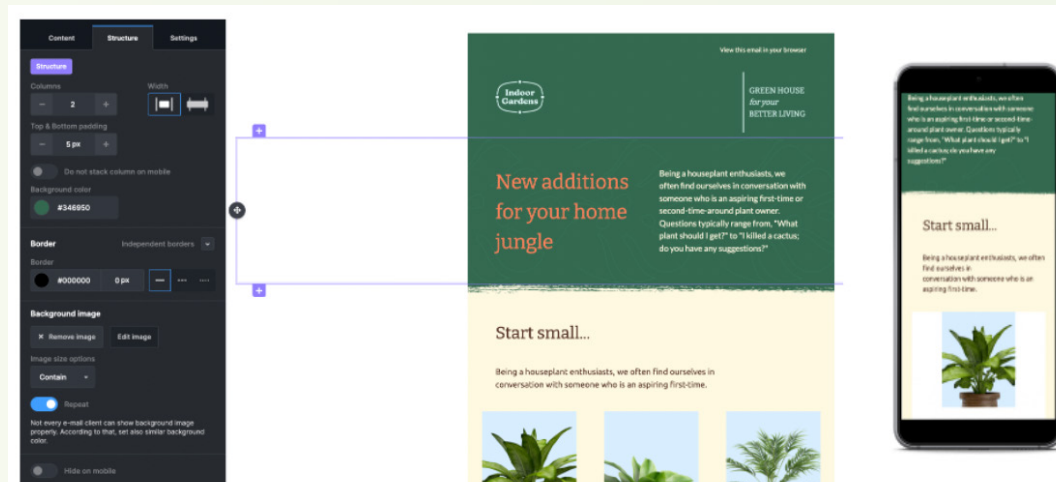
Customize the template to display on mobile.

13
Focusing only on sales newsletters
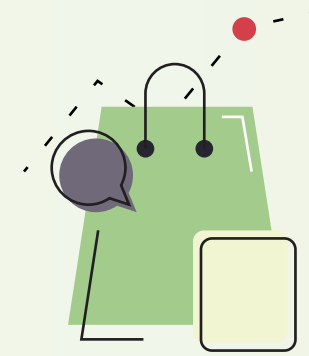
A lot of companies see the potential of email marketing only in sending out **promotional items** and you will only find sales newsletters in your inbox from them. While these may initially make a few sales, we don't recommend relying on this strategy, because the audience is unlikely to buy new merchandise all the time, and after a while, they will stop responding to discounts. It is much more effective to intersperse sales emails with **other interesting and valuable content.**

- Use emails for **branding** and give the recipient something extra. Let subscribers know what's coming up at your company, share useful **tips** and **tutorials**, or **advise** on how to make the most of your products. If you do it right, you'll become an „expert in your field" in the eyes of your customers. That way, they'll look forward to every other email from you.

- Think of your customers and **wish them a happy holiday or birthday**, or celebrate the **anniversary** of their first purchase. You'll encourage their loyalty and keep them **coming back**.

Opportunities for your emailing in May 😍 Remind your contacts not to forget about their moms 💐 Introduce products that support family activities 👨‍👩‍👧‍👦 and don't forget to reward yourself with a glass of wine 🍷 😊

Emailing calendar **May**

1. 5.	**International Workers' Day**
8. 5.	**Mother's Day** 💐
15. 5.	**International Day of Families**
25. 5.	**National Wine Day** 🍷
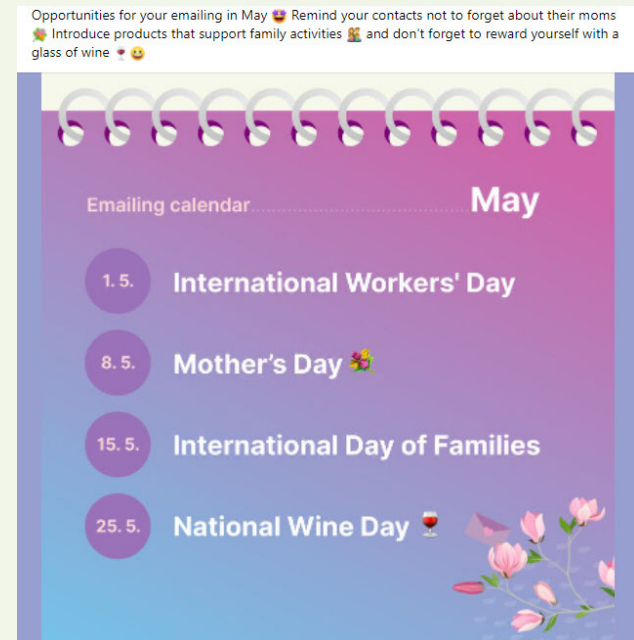
Email calendar with campaign tips for the upcoming month.

14

Lack of automation

A common mistake is to send only classic campaigns and forget about automatic ones. **Automated emails save work and time** and are **more successful** because they are personalized and respond to subscribers' behavior at the best moment. This makes them more efficient and brings extra sales compared to traditional emails.

How to do it correctly

- Set up at least **basic automation**, such as welcome automation, a birthday card, or a discount on your 1st purchase.

- A website visitor has put an item in their basket but hasn't bought it? The automation for **abandoned carts** will remind them of the product and the chances of **completing the purchase** will increase.

- **View preset automation scenarios and save yourself time and work.**

Reporting and optimization

Part of an effective email strategy is an **ongoing analysis of campaign results**, which can help you see what works best for your audience or identify any mistakes early on. **You can then adjust your next emails accordingly to** increase your chances of success.

15
Ignoring reports

Emails are often sent **without any evaluation of previous results**. However, the reports are a very valuable tool to continuously **improve** your emails. They make it easy to see how many conversions you got from a given campaign, what links were **most frequently visited**, what percentage of recipients **opened** the email, and other interesting statistics.

Based on this, you can then **evaluate** how **successful** your campaign was and whether, for example, the CTA buttons are placed in the right place and a**djust further campaigns according to the data**.
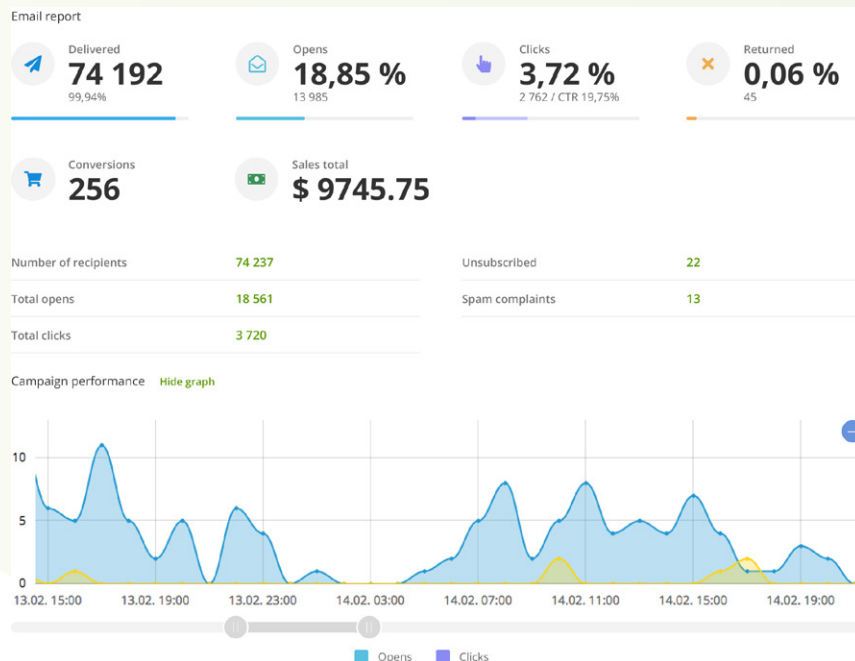
The reports clearly show how your campaign has performed.

- Always **keep track** of the results of the campaigns you send. Two to three hours after sending, for example, is ideal for seeing the optimal time to send.

- Look at the overall results over a longer period of time and **compare multiple campaigns** at once (for example, over the last six months). Try to find out what may have had a positive or negative impact on the results.

- Take a look at the **link map** to see which link has been clicked on the most.

- Look at **other metrics** than just deliverability and open rates.

- Consider the results in **future** emails.

#tip:

For an even better evaluation of your results, use **A/B testing**. You'll find out what really works best for your audience.

16
Outdated emailing strategy

Most companies make the mistake of setting up a certain **emailing strategy** and then going along **without any intervention or adjustments**. The same emails over and over again can become uninteresting after a while and the originally great strategy can **stop working**. The same goes for automation, don't rely on the initial setup and **continuously check** how they are doing. Keep working with the results and if you feel the strategy is not working, change something.

- Keep an eye on the **stats**. If the number of opens or clicks drops over time, consider making a change.
- Ecomail allows you to compare multiple campaigns. Click on the report tab -> compare campaigns and select the **ones you want to compare**.

17

Lack
of planning

Maybe you've **missed an important holiday** or remembered too late to send your campaign on time and missed out on the conversions you wanted. Whether it's Black Friday, Valentine's Day or Christmas, it **pays to plan ahead** for these shopping events.
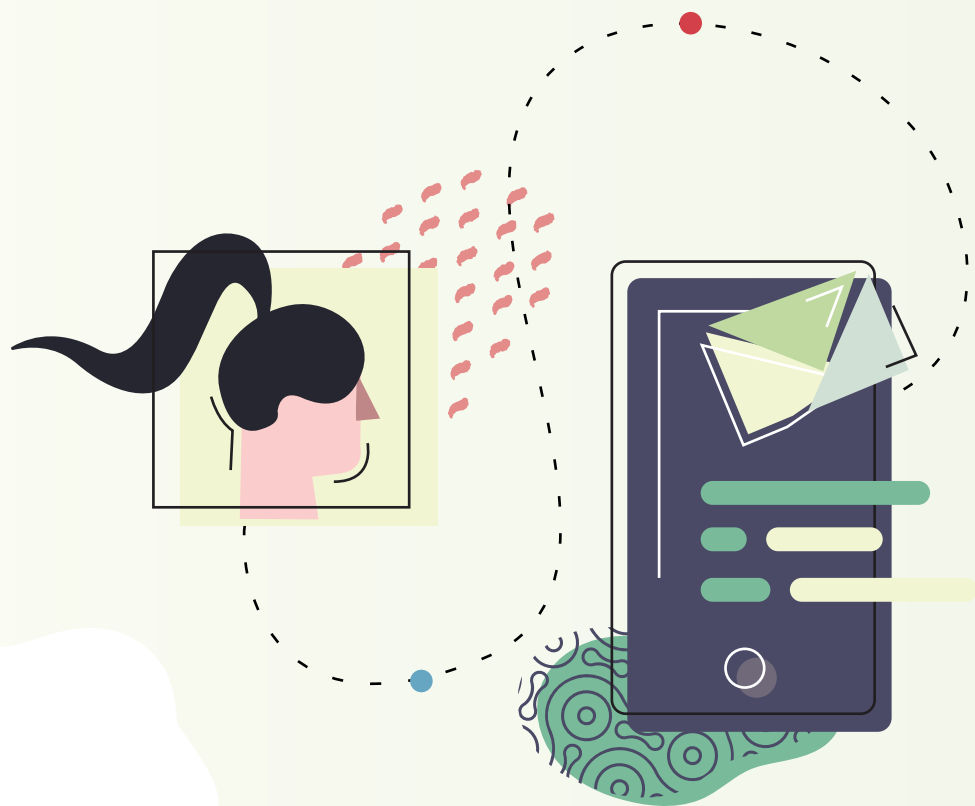
- Plan **ahead** and send themed campaigns so that your customers can buy and you can deliver on time.

#tip:

Create an event calendar **at the beginning of the year**, so you can create your emailing strategy in advance

Checklist for error-free emailing

There is a lot of work and effort behind a **successful strategy** and good results, but this is often outweighed by the success that will come if you focus on email marketing. Here's a **summary of the most important things** you should always keep in mind so that no mistakes hinder your success.
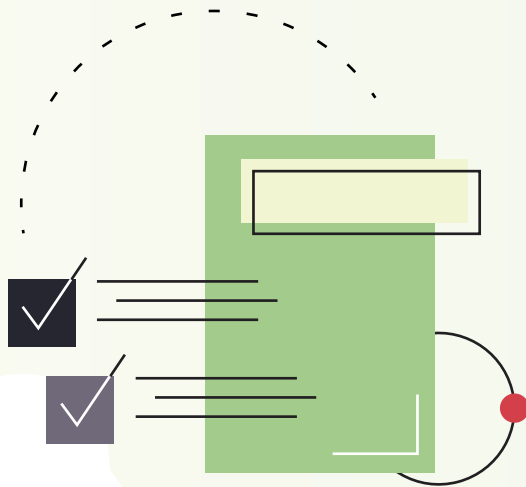
- [ ] Always send newsletters from a **verified domain** to ensure the highest deliverability.

- [ ] Ensure that the database is in **good condition** and always complies with applicable laws.

- [ ] Make sure your newsletters **look great** and avoid inappropriate content.

- [ ] Always test your emails in a **spam test**.

- [ ] Determine the **ideal frequency** for emails.

- [ ] Don't send campaigns to your **entire audience** - use the information you have about your contacts and create smaller **segments** for better targeting.

- [ ] Don't give up on inactive contacts - **try reactivating them**.

- [ ] Set up sign-up forms to **actively collect** new email addresses.

- [ ] Work with new contacts and build a relationship with them from the start, and set up a **welcome campaign**.

- [ ] Choose the **sender's name, subject, and preheader carefully**.

- [ ] Keep the newsletter to **one focus** and only include important information.

- [ ] Test the template thoroughly before sending it out to check the final display not only on **desktop** but also on **mobile** and **dark mode devices.**

- [ ] Don't just rely on sales emails and try interspersing them with other **valuable content**.

- [ ] Set up at least **basic automation** such as welcome, birthday cards, or 1st purchase discount.

- [ ] Don't forget to monitor the **reports** and take their results into account in future emails.

- [ ] **Evaluate your current strategy** from time to time and don't be afraid to adjust it in case of stagnant results.

- [ ] **Plan** your campaigns well in advance.

How to use Ecomail
for proper email marketing

- Clever email marketing solution, for a great price! Try it yourself for free.

Try out our most favorite features:

- Best email editor in the game

- 150+ templates that you can use

- Unlimited automation sequences

- Primary support

- Direct integration to most e-commerce platforms

- Segmentations and personification tool

- and much more...
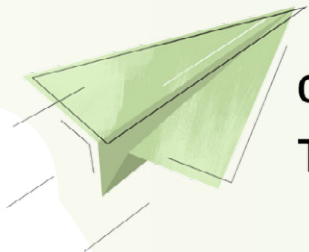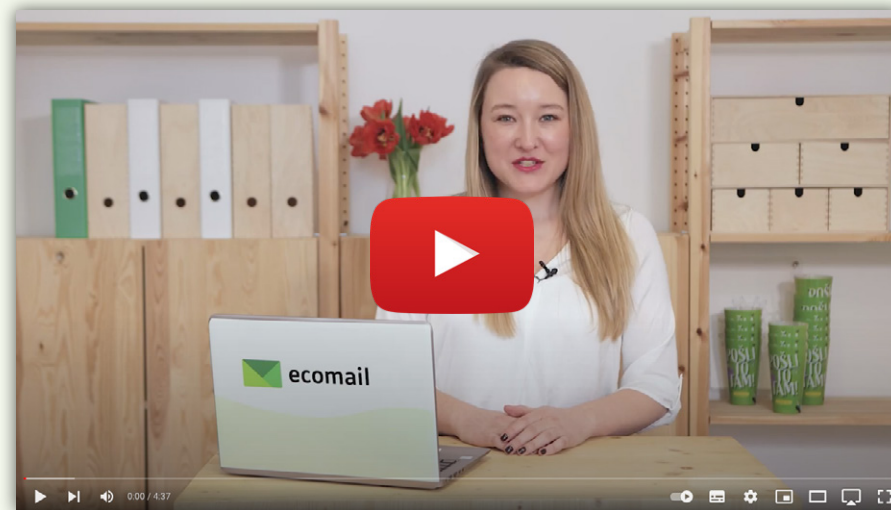
Clever email marketing solution for a great price!
Try it yourself for free.

Start 30 day trial