Getting Your SIR Email Delivered

Alan Baker 7/21/2023

SIR
SOCIAL ACTIVITIES FOR MEN

Delivering Email

- Delivering your email to *most* SIR members is straightforward.

- Delivering your email to *all* SIR members is difficult.

Why Bulk Email Isn't Easy

Sending

1) Your email addresses and lists may be incorrect, incomplete, or blocked.

2) Your own email provider places limits on bulk email.

Receiving

3) The recipient's email software may misinterpret or reject your email

4) The recipient's email provider may block your email.

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1) Your Email List

- Inaccurate email list
  - Out of date or incomplete
  - Role in SIR has changed
  - Incorrect email address

- The recipient blocked you or opted out

2) Your Email Provider

The sender's email provider may

- Limit attachment size
- Limit the number of emails per day
- Limit the number of addressees per email
- Change the email you composed

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Questions?

3) Member's Email Software

The email recipient's software may

- Block the images in your email
- Change the links in your email
- Label your email as spam and move it into a spam folder or promotions folder
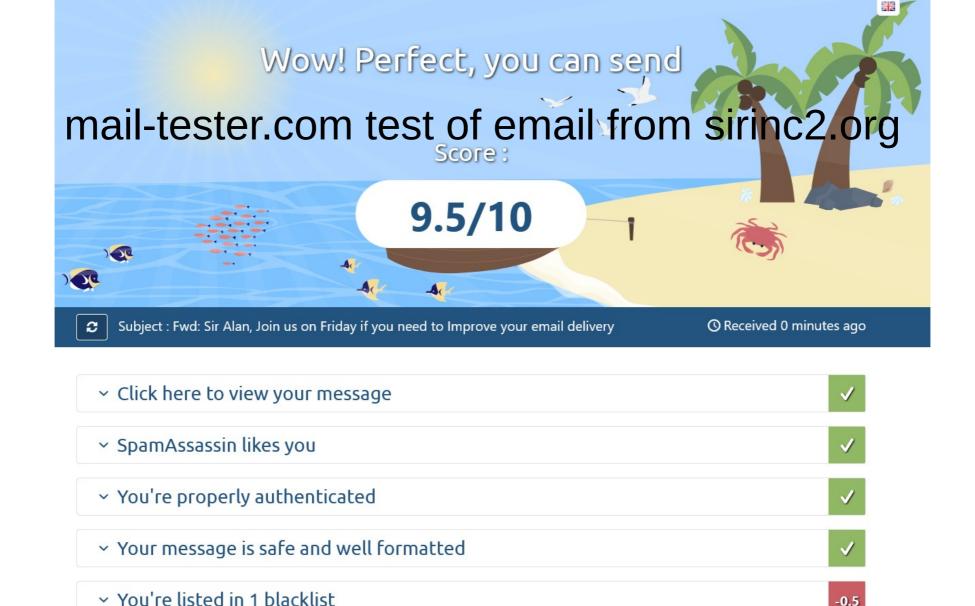
4) Member's Email Provider

The recipient's email provider checks for spam emails.

- The email provider may delete, send back, or put the email into a spam folder.
- Email provider's spam probability score
- Sender's "From" email address
- Email body content and subject line

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mail-tester.com test of email from sirinc2.org

Wow! Perfect, you can send

Score :

9.5/10

Subject : Fwd: Sir Alan, Join us on Friday if you need to Improve your email delivery

🕐 Received 0 minutes ago

⌄ Click here to view your message	✓
⌄ SpamAssassin likes you	✓
⌄ You're properly authenticated	✓
⌄ Your message is safe and well formatted	✓
⌄ You're listed in 1 blacklist	-0.5
⌄ No broken links	✓

Your lovely total: 9.5/10

Spammy Things to Avoid

How to make emails look like spam (or not)

- Words like free, guarantee, winner, and miracle
- WRITING IN ALL CAPS
- Excessive punctuation!!!

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The Sending Email Address Matters

The Sender's "From" Email Account

- branch66@gmail.com (fair)
- branch66@sirinc2.org (good)
- br66email@sirinc2.org (best)
- Contact Alan Baker for a free branch email account like the above.

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Changes Needed on Websites Now

Automated emails from websites

- To members, e.g. luncheon confirmations

- To leaders, e.g. contact forms

- To webmasters, e.g. system notifications

- Gmail and AOL accounts are rejecting these emails when they are sent by WordPress's own email software

- Override this by installing a plugin like WP SMTP Mail

- Contact Alan Baker for help.

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