

# Email Deliverability Best Practices

How to get more out of your email strategy

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# Areas of Discussion

## → Deliverability

- ◆ Does your email reach Inbox?

## → Reputation

- ◆ Is your domain / IP blacklisted?

## → Compliance

- ◆ Do you follow the email compliance laws such as CAN-SPAM, GDPR?

# Deliverability

## → Content

- ◆ Is your content spammy?

## → Lists

- ◆ Is your target email list clean?

## → Domain Authentication

- ◆ Is your domain authenticated? Are the links branded?

## → Dedicated IP

- ◆ Do you use a shared or a dedicated IP address, and is it clean?

# Reputation

## → Stay off “Black Lists”

- ◆ Getting blacklisted means your email strategy is halted and needs a major repair before you proceed further.

## → Honor Opt-outs

- ◆ Never email those who do not want to hear from you.

# Compliance

## → Opt-in Lists

- ◆ Make sure your list is opted-in.

## → Opt-out / Unsubscribe

- ◆ Have a provision for the recipients to unsubscribe automatically.

## → Signature Line

- ◆ Have your signature line in all your emails.

## → Email “from”

- ◆ Email domain should be authenticated properly.

# What is MassMailer?

- MassMailer is a native Salesforce app to send mass emails, single email, email alerts to any standard or a custom object.
- MassMailer has various email deliverability tools that you can leverage to keep your email reputation intact.

# Salesforce is the best CRM, but when it comes to mass emailing it has limitations

- 5000 Daily [email limits](#)
- Limited Statistics and Email Events such as [Opens](#), [Clicks](#), [Spam](#) etc.,
- Emails going to [Spam & Email Deliverability Issues](#)
- No [Dedicated IP](#), No Email Deliverability Support
- No [Tracking of Email Alerts](#) through Workflows
- No Mass Email feature to [Opportunity Contact Roles](#)
- No [Subscription Group/Email Preferences](#) Feature
- No [Multiple Domain](#) Support, No Flexibility on the [Sender Email](#)
- No support for the [Large Email Volume](#) users
- No Email Template Builder
- No [Drip Campaign](#) Feature

# How does **Mass**Mailer Help Higher Ed?

- Student communication for Student Advisors
- Student recruitment
- Donation Management
- Internal Employee communication
- Marketing Newsletters & Announcements
- Workflow Email Alerts, and tracking for example student application status alerts, support ticket email alerts
- Ease of Use and Scalable
- File Attachments, Drip Campaigns
- Advanced Statistics



You are in a good company...



University of Colorado  
Boulder



FLORIDA POLYTECHNIC  
UNIVERSITY



MIND & LIFE  
INSTITUTE



# MassMailer Demo

Let us find out how MassMailer can help with email deliverability in Salesforce.

- MassMailer Outreach Wizard
- Monitor Domain and IP reputation
- Check Deliverability Score
- Email Compliance

# Q&A

How can we help?

# Pricing

- Number of MassMailer Users (not the number of Salesforce users)
  - \$49.99 per user per month
  - volume discount available
- Number of emails sent monthly via Dedicated IP (email monitor + basic support package included)
  - 100K emails/month \$159.99
  - 200K emails/month \$259.99
  - 300K emails/month \$359.99
  - 400K emails/month \$459.99
  - 500K emails/month \$559.99
  - Every additional 100K emails costs \$100 per month
  - 1 million+ emails/month – contact sales for quote
- Other – additional IP addresses, email verification, developer APIs, support services
- 10% Non-Profit discount; 10% Annual billing discount
- Shared IP plans available

# Get Started with MassMailer

<b>Free 15-Day Trial Installation Link</b>	<a href="https://massmailer.io/install"><u>massmailer.io/install</u></a>
<b>Configuration Guide</b>	<a href="https://massmailer.io/config-guide"><u>massmailer.io/config-guide</u></a>
<b>Demo Video</b>	<a href="https://massmailer.io/demo-video"><u>massmailer.io/demo-video</u></a>

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