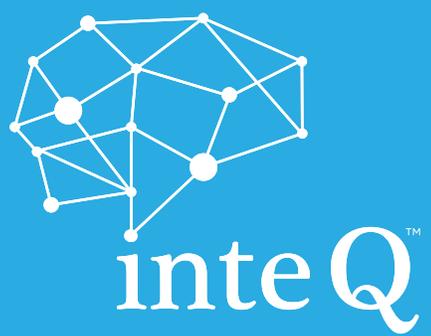


EMAIL COMMUNICATION
“HOW-TO” DURING COVID-19





More than 290 billion emails are sent each day, and this number is expected to reach 347 billion daily emails by 2023 (1). But what good do those emails do if they never actually reach an inbox?

A staggering 48.16% of emails are marked as “junk email,” and automated spam filters are only growing stronger (2). Pandemic or not, having a solid deliverability rate is crucial to your campaign’s success and reach. So, how can your brand break through all of these barriers?

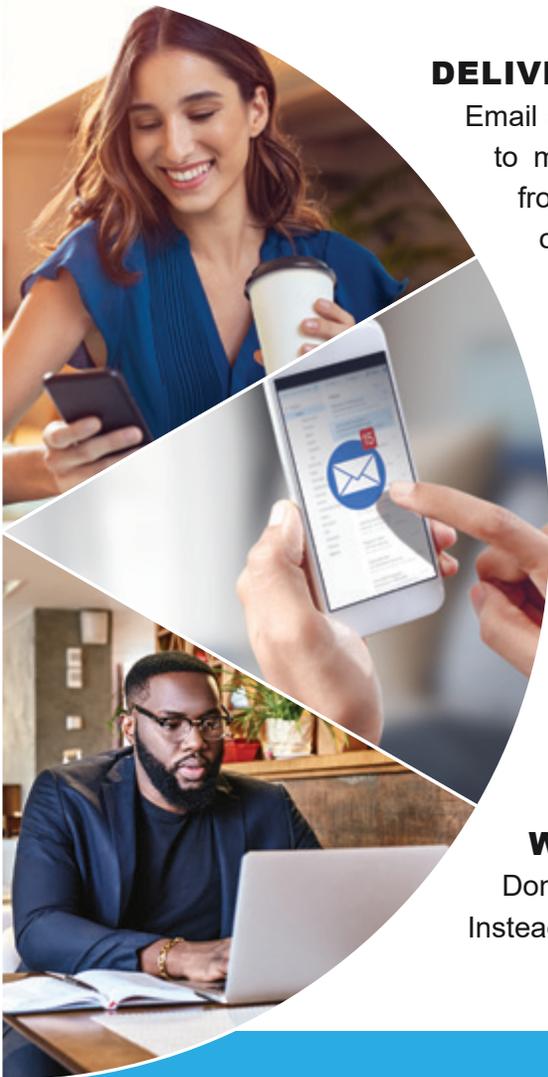
With the help of this whitepaper and professional deliverability metrics, it’s actually much easier than you may think. Inte Q’s team of seasoned experts breaks down the importance of a strong deliverability strategy...keep reading to learn more!

1. <https://www.superoffice.com/blog/email-marketing-strategy/>

2. <https://www.statista.com/statistics/420391/spam-email-traffic-share/>

HOW COVID-19 IS AFFECTING EMAIL COMMUNICATION

Many companies are laying low and others are sending out email that seems self-centered. While COVID-19 emails can be an effective strategy, it depends on the person receiving them. Someone who last ate at a restaurant in 2007 might dismiss the message, but a person who orders delivery twice a week will be looking for that information.



DELIVERABILITY

Email deliverability is the measurement of overall program reputation, your ability to maintain high inbox rates and take preventative action based on signals from the ISPs. Deliverability is a major issue for brands, especially in times of crisis due to a high rate of fraudulent emails. Internet Service Providers (ISPs) are simply protecting their customers. Brands rely heavily on digital communications and want to know that these communications will reach their intended recipients.

THE CURRENT STATE

Anything online right now will be consumed (and scrutinized) more than ever before and it's not the time to become invisible and hope for the best. Now is not the time to try to force brand equity, but it's important to maintain it with your customers. Being thoughtful with your communications will go along away, and it's also important to pay attention to what your competitors are doing at this time.

WHAT CAN YOU DO?

Don't make big, broad changes to your creative, content, volume, or frequency. Instead, make small changes over time.

KEEP AN EYE ON YOUR SIGNALS

What are your competitors doing?

How is your messaging resonating with your best customers and your less active customers?

Who should you ultimately be emailing?

Shift your email marketing goals and success metrics to focus on retention.

Actively measure your results and learn for future communications.

EMAIL MARKETING DURING COVID-19

DO	DON'T
<p>Protect your deliverability by maintaining a relatively reasonable frequency. Judge this based on engagement.</p>	<p>Send mass COVID-19 emails if you do not have anything critical and valuable to say to your customers.</p>
<p>Send to the most engaged customers at a similar frequency, but don't forget about your lapsed customers.</p>	<p>Send email to subscribers who have not opened or clicked one of your emails within the past 9 months (at a maximum).</p>
<p>Maintain email content best practices (minimal copy, clear CTAs, maintain a high live-text to image ratio).</p>	<p>Mention your business is suffering as this is impacting all companies and sectors.</p>
<p>Keep information on other mediums such as Facebook, Instagram, or your website if you are announcing new hours or any additional information that does not require immediate action.</p>	<p>*A global pandemic may or may not be a business opportunity for your brand, use email carefully and make sure your message is timely and helpful. Otherwise, you will pay the price in the form of a damaged brand sentiment and sender reputation.*</p>

IN SUMMARY

What is relevant this week can change the next. A willingness to adapt, move quickly and grow will help during a crisis. Sensitivity is paramount, be sure to always put the needs of your customers first. Consider a “service over sales” approach to avoid sounding insincere or self-centered. Provide service with ideas, discounts, suspended fees, free shipping or great content. Focus on the things your customers will care about. And always examine every message, including promotional, automated and recurring campaigns, for relevancy, tone, usefulness, and service.

KEY TAKEAWAYS

Measure and closely monitor your email deliverability rates.

Ramp down your volume if you're decreasing your send frequency/weekly volume.

Listen to your customers react based on their engagement. Be relevant.

Measure and monitor activity from your most engaged customers and those who have become less engaged during this time.

Ramp up your volume when returning to “normal” and continue to **measure** email deliverability.



MEET THE EXPERT

Jason Sisley

President & Head of Strategy

Den Aviary

Jason is a digital marketing expert, managing communication strategy, email marketing operations, messaging strategy, and customer journey mapping for top brands in multiple industries for over 20 years.

ABOUT INTE Q AND DEN AVIARY

With a team of seasoned experts, Inte Q has helped clients achieve a near perfect deliverability rate. Inte Q understands that the most brilliantly written email in the world is useless until it's delivered.

With Inte Q's email reputation management and delivery strategies, you can be confident that your email has the best chance of avoiding spam filters and landing in the inbox to engage your clients.

EMAIL DELIVERABILITY AUDIT

Inte Q offers an acclaimed Email Deliverability Audit for brands to utilize during this unprecedented time.

Inte Q brings together comprehensive deliverability features to protect your sender score, we can help you boost delivery rates and optimize inbox placement across your entire email list.



Metrics

- ESP infrastructure
- Inbox Rates
- Spam Rates
- Block/Missing Rates
- Spam Traps
- Blacklists



Real-Time Reporting

Access to real-time tracking dashboard



Stay Informed

Alerts and notifications on daily inbox rates and spam traps



Valuable Insights

Access to experts that can set you on the path to email success

To learn more, or to schedule your deliverability audit, contact Karyn Speckels at kspeckels@inteqinsights.com