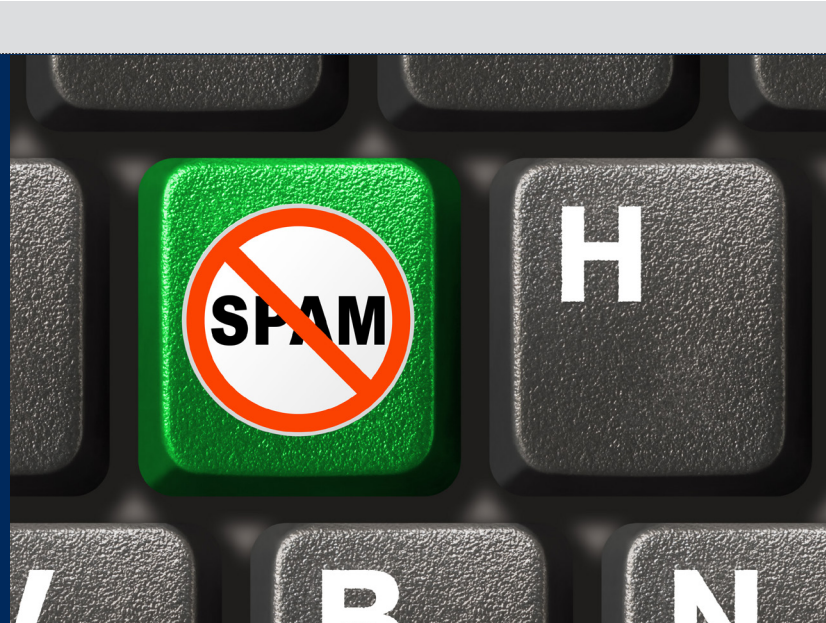# 6 TIPS ON IMPROVING SPAM RATING FOR OUTBOUND E-MAIL CAMPAIGNS

1 OVERALL MESSAGE LENGTH: Be mindful of the reader's time, and aware of their attention span while viewing e-mail. Studies suggest that lengthy e-mails are often discarded because the reader was not willing to invest their time to find out what the offer was about. **Be concise in your messaging; ultimately you are aiming to take them somewhere else to get more information**.

2 GRAPHICS / TEXT RATIO: Internet Service Providers (ISPs) continue to ramp up their efforts to thwart spammers. **E-mail messages that are largely made-up of images are scrutinized more harshly as potential SPAM**. By combining text with graphics, you provide these ISPs with an honest chance of determining what is being sent through their networks. Approximately 70%-80% of e-mail users have set their e-mail programs to block pictures. This is usually the default for most programs because it reduces file sizes and prevents the viewing of unwanted graphics. You will want to create your e-mail so that your message, company, offer and contact information are presented to all of those who receive your e-mail with their parameters set for blocking pictures. Your graphics should be designed to enhance this information, should they be viewed.

3 YOUR OFFER: Make sure to offer your potential customers real value, doing so and getting to that message early in your messaging can make a world of difference.

4 SUBJECT LINE: Work with your publisher to combine their power of recognition and trust with their audience along with your product or service offer, in the subject line. This is a winning combination.

5 SPAM-LIKE PHRASES: Avoid terms like "**Click Here**" and "**Free Offer**" in your text. SPAM-fighting software that parses this text will hold it against you. Try to compel your readers with intelligent language that supports the essence of your offer, without using these keywords, and you can avoid being labeled inappropriately.

6 COMMONLY USED FONT COMBINATIONS: Start with the font you want, and end with a generic family, to let the browser pick a similar font in the generic family, if no other fonts are available:

SERIF FONTS
Georgia, serif
"Palatino Linotype", "Book Antiqua", Palatino, serif
"Times New Roman", Times, serif

SANS-SERIF FONTS
Arial, Helvetica, sans-serif
Arial Black, Gadget, sans-serif
"Comic Sans MS", cursive, sans-serif
Impact, Charcoal, sans-serif

"Lucida Sans Unicode", "Lucida Grande", sans-serif
Tahoma, Geneva, sans-serif
"Trebuchet MS", Helvetica, sans-serif
Verdana, Geneva, sans-serif

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