

The Anti-Spam Email System

Warm your domain:

- Use batch sending instead of bulk sending
 - 200 emails every 4 hours and then double this to 400 emails every 4 hours every 2 weeks etc.
- Be aware of emailing cold leads that don't know you
 - Build your email list through lead magnets NOT just scraping leads and mass emailing.
 - Use ['The Personalised Loom & Cold Email System'](#) to handle your cold email outreach instead.

Optimise your email content:

- Be careful of the words that you use as these can cause your email to flag as spam
 - 'Free' 'limited-time offer' 'act now' 'guarantee'.
- Focus on more text than images / graphics
 - Using more images / graphics will increase the chances of your email being classed as spam.
- Use call to action links sparingly
 - Including numerous links in emails can flag your content as spam so focus on getting leads to reply with a keyword (this will increase your email domain authority too).
 - If you do use links ensure that there is a maximum of 3 per email.
 - If you do use links, avoid link shorteners and instead link the full complete link.
- Avoid attachments
 - If you feel the need to link an attachment, upload this to our platform first and link the link (Choose 'Upload Files' - 'Upload' - click the 3 dots on the file and choose 'Get Link' - you can now link this across any email content that you would like).
- Ensure the content is what your target market actually want to see
 - No matter how good the systems are, if your leads aren't interested in the content then they will never engage.
- Allow leads to unsubscribe should they wish
 - This is automatically added inside automations, however, if sending an email campaign make sure to add the 'footer' element when designing your email.

- Personalise emails
 - Include leads first name inside emails to increase engagement too.
- Avoid all capital letters in the subject line and the email body
 - This will also come across as spammy so use capital letters sparingly.
- Skip excessive punctuation
 - Avoid lots of symbols such as !!! or £££.
- Use emojis sparingly
 - A few emojis is fine but don't go overboard.
- Monitor engagement
 - Find the content that performs best with your audience and double down on this (performance isn't just the number of sales but also the amount of engagement that you get).

Be careful of your sending frequency:

- Going from 0 to 7 weekly emails is too much
 - Gradually build up your email frequency starting at 1 a week and every 2 weeks adding another weekly email until you are happy with your frequency.