

How to Conduct Spam-free B2B Email Marketing Campaigns

Emails remain the top method for B2B marketers to engage target audiences. With Google's plan to phase out third-party cookies in 2025 and stricter anti-spam rules, marketers need to rethink lead-generation strategies

Email marketing now leverages first-party cookies for secure, effective data collection

Here are some tips to ensure spam regulations don't hamper the success of your email campaigns

DOs and DON'Ts

DOs



Implement email authentication protocols



- Your first line of identity is your email domain and service provider
- Use DKIM, SPF, and DMARC protocols to avoid being marked for spoofing or phishing
- Authenticated email domains build credibility, especially when sending over 5,000 emails per day

Provide easy opt-in and opt-out links with quick follow-up



- Clearly display new service offerings with an acceptance tab
- Include a visible unsubscribe link and promptly handle removal requests to avoid legal issues
- Prioritise user consent to adhere to CAN-SPAM Act and GDPR

Maintain a clean and organised email list



- A well-organised email list tracks individual details and engagement history
- Avoid sending emails to inactive or non-existent IDs to reduce bounce rates and avoid spam flags
- Categorise email addresses by industry, job title, and response rate to prevent spam issues

DON'Ts



Mass-mailing to unverified audiences



- Gone are the days of random outreach hoping for success
- Effective B2B campaigns rely on personalised and engaging messages
- Relevant content is crucial for a positive response and distinguishing genuine emails from spam

Ignoring email design and template standards



- An unoptimised layout can make emails hard to read and fail to load on various devices
- Emails without responsive design may not display properly
- Templates not following industry standards (600 x 1200 pixels) risk being flagged as spam

Making outlandish claims in the subject line



- Nearly 50% of readers base their decision to open an email on the subject line
- However, it's a double-edged sword, as 70% of readers may mark an email as spam based on the subject line
- A spam report rate above 0.3% can lead to emails being blocked or sent to spam
- Avoid unrealistic or overly salesy subject lines to prevent spam reports

Want to maximise your campaign's success with compelling content and data-driven strategies to navigate spam regulations?

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