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Increase The Efficiency Of Your Email Marketing Campaign By Avoiding These 10 Dreaded Red Flag Words

By Mark Flavin

If you have been running an email marketing campaign for quite some time now, then you already realize the fact that your number one enemy is not reader apathy... it's the spam filters. Indeed, spam filters can prevent your messages from being received by your target recipients. And because of the decrease in your recipients' numbers, your response rate would likewise take a dip, and with it, the profitability of your email marketing strategy.

Time and time again, people have said that gold is in your mailing list, that your subscriber base is a figurative gold mine. Too bad the spam filters sometimes close the road towards that gold mine, preventing us from harvesting whatever bounties it could promise.

The Number One Culprit...

The main reason why your messages get flagged down by the spam filters is the presence of what we call as red flag words. These are words which many email programs have pinpointed as likely used by spammers, hence, their spam filters are programmed to check messages for the presence of these words. Once determined, the message goes straight to the bulk folder.

What are these words? Here are the top ten most dangerous red flag words you should start avoiding as soon as possible:

1. free
2. amazing
3. congratulations
4. great offer
5. unsubscribe
6. risk free
7. winner
8. guarantee

9. dear friend
10. click here

Indeed, writing messages have become quite restrictive with the seeming ban imposed on marketing-centric words like those mentioned above. Logically, the first option would be to stop using the aforementioned words altogether. But then again, such a recourse would render your email messages useless. After all, how else will you describe an "amazing" and "great offer?" How else would you tell your subscribers that your offer is "risk free," or that you promise a "guarantee?"

Is there something you could do to avoid the spam filters without losing the potency of your messages?

Some Practical Solutions

For starters, you could begin using other words in your vocabulary. A thesaurus would come in handy. You'd be able to convey whatever it is you want to convey without sacrificing the power of your

message altogether.

This is not always effective, however.

For example, nothing can beat the sheer power of the word "free." Yes, you may use similar terms like "gratuitous promise," or "available at no charge," but they are not as attention-grabbing as the original. The word "free," after all, has always been hailed as the most powerful term in marketing.

So what should you do?

Some marketers go around the problem by ingeniously spelling the red flag words quite differently. "Free" becomes "fr.ee" or "fr/ee" for example. "Click here" becomes "cli.ck.here" or "cl-ick here." This strategy has been proven to evade the watchful eyes of the spam filters and have contributed in increasing deliverability rate of many marketing emails.

The Value Of Testing

The most prudent approach, however, is to always test your messages before you send them. Once you have composed an autoresponder sequence, try to send each of the messages therein to your own email address. Check if they will all make it through.

If an email or two gets flagged by the spam filter, study them and determine where you went wrong. Correct the error, and send them again to your email address.

Continue repeating this process until such time when all your messages actually arrive in your inbox.

Sounds taxing? It's very much worth it, however, considering the fact that your emails contain your business message, and this is essential for your overall marketing campaign.

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Make A Patriotic Fourth Of July Wreath

By Abigail Beal

Celebrate the Nation's birthday by hanging the flag outside of your home, and create a special wreath for your door. This is an easy craft that you can complete in an afternoon - and it can be a good craft for children (supervision with the glue gun may be necessary).

You will need: a wreath – grapevine or other style of your choice 9 wooden stars red, white and blue acrylic paint red, white and blue ribbon - about 2 inches wide and at least 3 yards of each color red, white and blue paint pens (optional) paintbrush a glue gun with glue sticks small American flag

Begin by painting your wooden stars. Paint 3 wooden stars red, 3 blue and 3 white. Allow these to dry.

You will braid your red, white and blue ribbon through the wreath and then tie it with a bow at the bottom. Braid all of the colors through the wreath and then tie the bow using all three of the colors.

Now arrange your stars on your wreath. Glue three stars at the top, close together. The others glue at about the four o'clock and eight o'clock space on your wreath. Space the stars to your liking. You may also want to arrange them so that the stars are glued in order - so that each bunch begins with the red star, has the white star in the middle and ends with the blue star. Or you may want it to be more casual, its up to you. It is fine to glue the stars to ribbon if that is the best placement, just be sure to add extra glue and glue the star also to the wreath to be sure that the star stays firm on the wreath.

With your paint pens - you will write "God Bless America" on the top stars. Use the white pen on the red star, the blue pen on the white star and the red pen on the blue star. Allow the words to dry before you hang the wreath.

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Hang the American flag so that it hangs in the center of your wreath. Glue the stem of the American flag so that it stays, probably you will glue it to the side of the wreath.

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