



# Lead Gators

How to be successful  
in mass mailing?

*Lead Gators* is a prospecting & marketing SaaS software suite helping businesses to get more leads and more customers: you will be able to extract B2B emails, send a huge number of emails automatically/contact people automatically on social media or getting B2B professionals'/companies' phone numbers, etc...



# INTRODUCTION

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## What Is Bulk/Mass Emailing?

Bulk emailing consists in sending one similar email to different people at a time.

Even if a bulk email campaign is sent to a large number of people, you still have the possibility to personalize it.

Sending bulk email campaigns requires to know some best practices in order to maximize your returns without being flagged as spam.

In this guide we will give you the best tips and explain you how to do all the emailing steps in order not to lose time and catch the interest of your targets.

## We will present you 2 important topics:

- How to create an email blast campaign in 8 steps
- How to send bulk email campaigns without spamming



# How to create an email blast campaign in 8 steps?

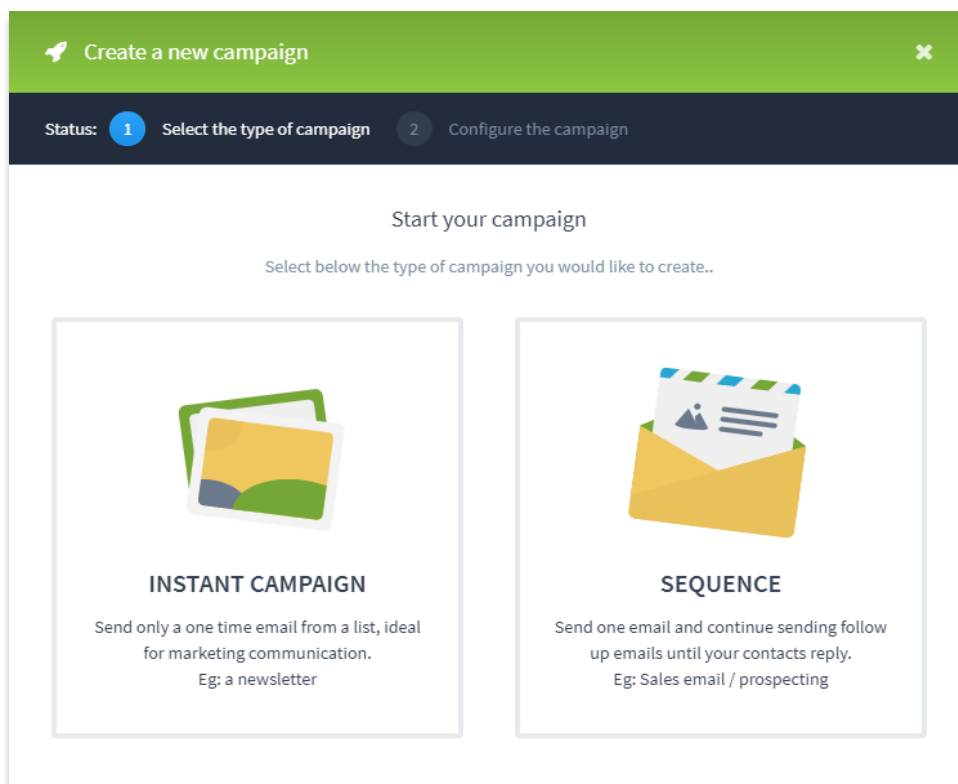
The first thing you need to start your bulk email campaigns is to use an email automation software – this is exactly what the SaaS software **Lead Gators** proposes.

You can use the steps and tips in this guide to start your emailing campaigns. You will find 8 steps to be successful.

## Step 1 Subscribe to an email automation software

**Lead Gators** is an email automation software that will allow you to send personalized bulk emails without spamming your prospects.

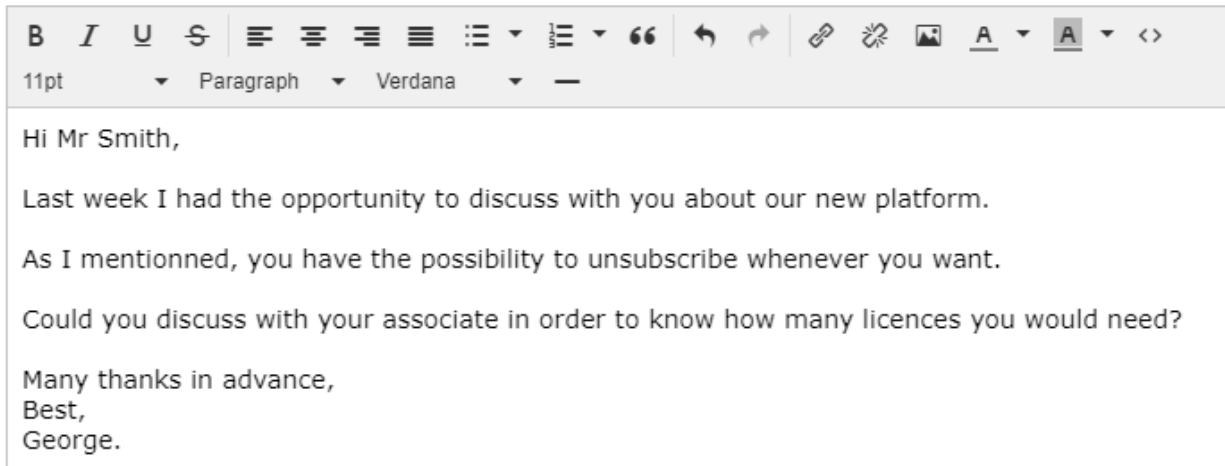
It's designed to help you sending beautiful emails that convert people to customers without needing technical skills.



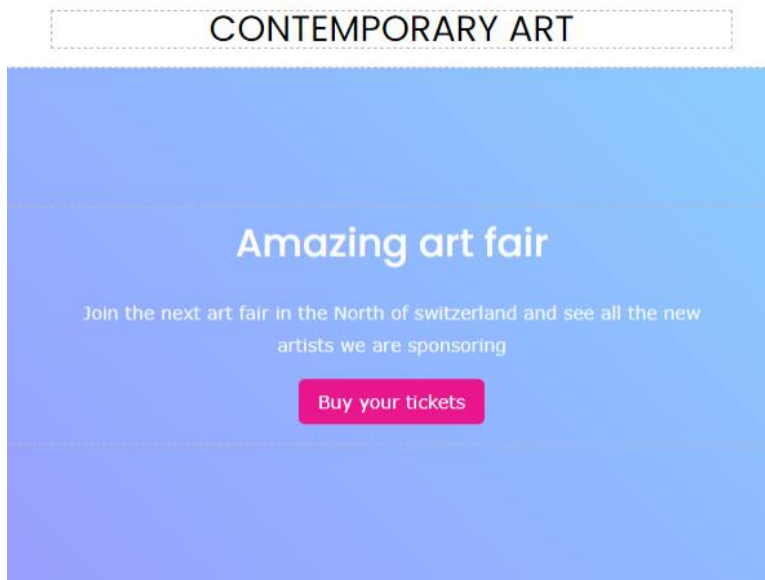
## Step 2 Decide on your email type/template

Generally, when sending a bulk email campaign, you have 2 possibilities:

- Whether you send a rich-text campaign that looks like this:



- You also have the possibility to use a nice HTML email including images, videos, and call-to-action buttons that looks like the following example that we propose on [Lead Gators](#):



### Gallery

A small river named Duden flows by their place and supplies it with the necessary regelialia.



You don't need to code HTML emails yourself. When you're using an email automation software like **Lead Gators**, you can use a drag-and-drop email editor in order to design nice emails without doing any coding. For example, it's a good idea to announce a new product or service by using a beautiful image or video.

On the other hand, if you're sending a new article you have published it might be better to use the rich-text email type in order to give your audience the impression that you're reaching out personally.

**Lead Gators** provides you with both options to design your emails.

## Step 3 Set up your email campaign

As we mentioned previously, **Lead Gators** offers up a collection of pre-made templates to help send mass email campaigns. There are ready-to-use email templates for:

- Newsletters
- Product/Service announcement
- Webinar emails
- Welcome emails
- Promotional emails, etc.

Check the available templates and choose the one that fulfills your campaign goals.

Don't include too many images or graphics in your mass email messages. A lot of images can make your emails slow to load and may cause display issues. Also, many subscribers do not allow images to display, so they may just show up as white space.

The campaign setup consists in giving your campaign a name that makes it identifiable. If you're sending out a monthly newsletter, you can name it "April 2021 Newsletter" for instance (your subscribers will not see the campaign name).

Your email setup includes multiple details that will be displayed in your contacts' inbox. It includes:

- The sender's name
- The sender's email address
- The reply-to email address
- The email subject line

### A) About email subject line

Choose a good email subject line because it could help you to increase your open rate and eventually convert to customers. You also need to give the recipient the impression that you're reaching out to them personally. Email subject line personalization significantly increases your email open rates (emails with personalized subject lines are 26% more likely to be opened).

You can add your contact's first name, last name, company, website, position, etc...



## B) About email text

It's more than just including the recipient's name in the email, but also making sure you are addressing your contacts with content that matches their interests.

A personalized email campaign will show that your company is taking time to think about each customer, their different interest, and stage in the buying journey.

This will help build trust with customers and prospects which then helps drive higher conversion rates for your business.

Data is the fuel of your email marketing personalization. The more information you collect about your contacts, the more you can personalize your emails.

The personalized email feels friendly and shows that you're interested in the person you're reaching out to.

Even though it's a mass email, it still feels like someone spent time writing it from their personal email address.

However, the non-personalized one comes out a bit pushy. The average office worker receives about 121 emails every day so you really need to think how to catch their attention.

## Step 4 Preview your email on different devices

There's nothing worse than finding out that your email looks awful on mobile after you made it perfect for desktop version.

Preview your mass emails on desktop and mobile to make sure it's responsive and mistake-free.

Don't forget to send a test email to yourself or to your team in order to see how the email would look like.

A test email takes only 2 minutes but it will avoid you to make a big mistake.

Now it's time for you to select your target audience and schedule your mass email campaign.

## Step 5 Set your target audience

Now that you have your email ready and you made sure it looks perfect, the next step is to define the target contacts you want to send your emails to.

Who are you sending emails to if you don't have email lists of prospects?

If you don't have email lists, you can also use the **Lead Gators** software to download lists of B2B leads. This software is unique compared to the competition because it combines an email automation and a lead generation tool.

These contacts are extracted from companies' websites but also from business social media.



The lead generation tool of **Lead Gators** enables you to extract contacts from social media based on different types of filters. Using filters makes it easy to group together contacts that have something in common.

Not only can you easily find people in your database, but you can also save them and reuse the same search criteria (filter) later. Depending on how you manage your email list, you can filter your contacts and send your mass email campaign to a specific segment of your contacts.

Be aware that segmented email campaigns earn 100.95% higher clickthrough rates compared to non-segmented email campaigns.

## Step 6 Add a call to action

In order to make your mass email effective, you need to add calls to action.

A call to action is something that encourages your subscribers to take the action you want them to, such as making a purchase or signing up for a webinar.

A call to action may be "Click to Sign Up" or a button with "Purchase Now".

It is a great idea to include your call to action more than once throughout your mass email message to help draw attention to it.

Proposing some meetings in your emails with very specific timeslots is a simple but a very effective call to action. The calls to action have to push for a meeting and not a sales action directly – it's important to think about doing some relationship creation at first.

## Step 7 Send or schedule your mass campaign

You can choose to send your email right away or schedule it to be sent on a specific date and time:

Send emails only on those days and during the hours below: (uncheck all to send with no restriction)

<input checked="" type="checkbox"/> Monday	from	8:00 AM	to	12:00 PM	and from	2:00 PM	to	7:00 PM
<input checked="" type="checkbox"/> Tuesday	from	8:00 AM	to	12:00 PM	and from	2:00 PM	to	7:00 PM
<input checked="" type="checkbox"/> Wednesday	from	8:00 AM	to	12:00 PM	and from	2:00 PM	to	7:00 PM
<input checked="" type="checkbox"/> Thursday	from	8:00 AM	to	12:00 PM	and from	2:00 PM	to	7:00 PM
<input checked="" type="checkbox"/> Friday	from	8:00 AM	to	12:00 PM	and from	2:00 PM	to	7:00 PM
<input type="checkbox"/> Saturday	from	Select tim	to	Select tim	and from	Select tim	to	Select tim
<input type="checkbox"/> Sunday	from	Select tim	to	Select tim	and from	Select tim	to	Select tim

Emails to send

1 Email 1 FIRST EMAIL  
The first email will use the template below  
Select your template



If you're constantly trying to get a higher email open rate, set up an automated email re-send to non-openers.

However be aware that the average email open rate for all industries is 16,97%, and if you're from a 'lucky' industry that does well with emails you would score around 23%.

Re-sending unopened emails will give you the opportunity to stretch your open rate to its full potential - 5 or 6 follow-up emails are recommended (note that if the emails you send are too similar then it will increase the chance they go to Spam).

For instance, if you send your mass email campaign to 100 contacts and only 11 people open it, that's a 11% open rate. If you don't re-send an email to non-openers your open rate won't increase.

Here is what's exciting! If you set up an automatic re-send to the 89 people who didn't open your campaign and you get another 11 contacts to open it, you've just doubled your open rate.

If your open rate for a re-sent email is similar to the rate for the first email that means you've almost doubled your open rate with minimal effort.

With **Lead Gators** you can resend the same newsletter to non-openers with a different subject line.

Select the number of resends whether you want to resend the email once or twice.

Probably you are cautious of unsubscribes especially in the second email but an email resent to non-openers can't make your subscribers complain since it is sent only to those who didn't open the first email.

Make sure you use different email subject lines for your email resend. The first subject line didn't grab their attention so a different subject line might.

## Step 8 Analyze your performance

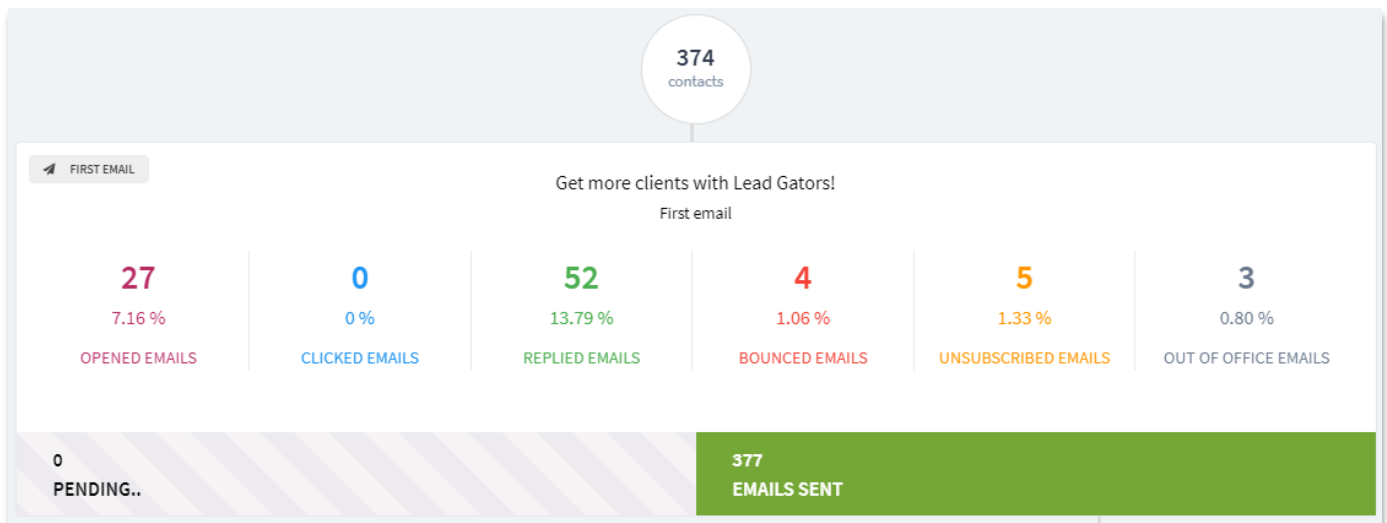
That's it! Once you have clicked on the "Send" button of your email campaign, the work doesn't end here.

A couple of days after sending your campaign, check your email marketing analytics to understand your performance, what worked and what didn't.

After sending a mass email campaign in **Lead Gators**, you can access an easy-to-understand dashboard to learn about your email performance:







How do you know if your mass email blast was a success? What criteria would you use to call it effective? Well, you can look at the right metrics and know that. Here are the top 5:

## Open Rate

It is the percentage of people who opened your email out of all the people who got it. If the email open rate is between 0 and 9% then it's very likely they go into spam. If it is between 25 and 30% then you need to improve your email subject line.

### How to calculate:

Emails opened / Emails delivered

### Factors affecting it:

Timing: if someone is sending an email at off times like midnight or peak working time, it most probably won't be opened and later on it would be buried under emails by other smart marketers. So timing is crucial.

## Subject Line

If the subject line is enticing and the reader will feel there is value inside this email, they will open it. Answer why would the reader care if you use a particular subject line. It's super easy to A/B test subject lines so always do that to judge your audience.

## Click-To-Open-Rate

Open rate doesn't tell you the whole story. To judge if content was relevant we need to look at CTOR.

### How to calculate:

Total clicks / Emails Opened

### Factors affecting it:

Content: the aim of your content should be to make the reader click on the call to action.



If the content doesn't add value or convince the reader to click on the call to action, it just didn't perform. And that's when your CTOR would be affected.

Call to action: have one effective call to action and everything in your mass mail should be aimed at that CTA. You can use text, buttons, images and place your links on top of these.

## Unsubscribe rate

Unsubscribe rate is the percentage of people who opted-out of your email list.

### How to calculate:

No. of Unsubscribers / No. of Unique Opens

You should always expect a certain number of people to unsubscribe every time you send a mass email but you don't need to stress too much over it.

### Factors affecting it

We won't give you specific factors for it because it can be a wide variety of reasons depending on the kind of emails you are sending. It can be the frequency of emails, the nature of the content or people don't remember why they subscribed in the first place and now don't see a point staying on it.

But what's a good benchmark for unsubscribers? 1%? 10%? No one knows and it varies a lot. However, you can look at your past trend or if it's your first bulk email you will just need to experiment a bit more.

## Email delivery

Delivery rate is the percentage of the number of emails delivered divided by the number of emails sent.

Make sure that your email campaigns have a high delivery rate. It needs to do a lot of technical things on the backend to ensure this. A good email campaign will have delivery rate that is above 90%.



# How to send bulk email campaigns Without Spamming?

Email accounts get flagged when abnormal activities happen - and sending out a mass email out of the blue is definitely one. Your IP can get flagged and you can be banned.

As discussed above, personalization is a huge contributor to delivering your mass emails in inboxes and avoiding spam folders.

Here are more tips on how to send mass emails without spamming.

## 1 Use correct subject lines and avoid url links

Avoid capital letters and do not put keywords in your subject line like “discount”, “Amazing”, “Affordable”, etc...

If you are thinking that using them in your email subject line is effective to capture attention, you are wrong.

These 2 mistakes in subject lines trigger spam filters and prevent your emails from being delivered.

In the text of your email you can put some URL links but do not put too many to avoid to be banned.

## 2 Warm-up your inbox

First of all, use another email account to send massive emails and not the one related to your domain name in order not to damage this domain name email address.

Then, create an IP warm-up schedule and progressively increase the number of recipients of your email campaign. Send emails to a highly engaged audience and then add a less involved audience. 15-30 days is usually good for this procedure.

**Lead Gators** includes a tool that increase the limit capacity of your sender by x emails each day until it reaches a specific limit. This feature will help you to automatically increase the daily limit:



🔥 Automatically increase the daily sending limit
✕

1
Configure automatic increase

📌 Configure below to increase the limit capacity of your sender by x emails each day until it reaches a specific limit. This feature will help you to automatically increase the daily limit. While you are doing a cold email or a newsletter with a fresh sender you can't send huge amount of emails. Use this feature to increase the daily capacity of your sender automatically.

**Configuration**

Check this option to run the feature and make it active. Uncheck to stop increasing the sender capacity.

Sender email

nbarlier@leadgators.com

Increase daily limit by x emails each day

0

Stop increasing once daily limit reaches

0

📄 Update automatic increase sending limits


2 weeks is the minimum period we advise you to warm-up your inbox: start sending emails to your family and friends and ask them to reply to you and also to fold your emails as “Important”.

Some specific groups (on Facebook for example) exist where the members send emails to each other's).

Most reputation systems only store data for 30 days so you should not go for 30 days or more without sending on any given IP. If you do, then you will need to warm it up again.

**Lead Gators** also includes a great warm-up deliverability tool that you can activate by clicking on a button. You spam rate will decrease a lot thanks to the emails sent and received automatically:

📌 The warm up center will automatically exchange emails between users, moving from SPAM to INBOX your messages and increase your delivery. Once it's active each hour we will send emails from your senders to the community and our pool of senders. They will reply to your emails and we will automatically move your emails that go in SPAM to INBOX to increase your reputation.

Configuration	Sending	Receiving	Inbox vs Spam
<p><b>Is active?</b> <input checked="" type="checkbox"/></p> <p><small>📌 If you check this option your sender will start to send emails and users will reply to your emails in order to increase your deliverability.</small></p> <p><b>Warmup and send emails until x emails</b></p> <p>Maximum emails to send per day</p> <div style="border: 1px solid #ccc; padding: 2px; width: 100px;">45</div> <p><small>📌 45 is the maximum you can send per day. We recommend to start from 1 / day to make it more realistic. 45 / day is the maximum.</small></p>	<p>0</p> <p>SENT TODAY</p> <p>0</p> <p>SENT LAST 7 DAYS</p> <p>0</p> <p>SENT LAST 30 DAYS</p>	<p>0</p> <p>SENT TODAY</p> <p>0</p> <p>RECEIVED LAST 7 DAYS</p> <p>0</p> <p>RECEIVED LAST 30 DAYS</p>	 <p>94.17% (3262) LANDED IN INBOX</p> <p>5.83% (202) LANDED IN SPAM</p>
<p><b>Include the words in subject</b></p> <div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;">200 business in</div> <p><small>📌 We will add this word at the end of the subject, helpful if you want to create filters.</small></p> <p><b>Increase the delay limit by x emails</b></p> <p>Number of emails to send more each day</p> <div style="border: 1px solid #ccc; padding: 2px; width: 100px;">2</div> <p><small>📌 For example we recommend to increase by 2 per day, that's mean each day you will send 2 emails more than the previous day.</small></p>			



### 3

## Clean up your list

Once you have a “good quality” list, the next step is to clean it up. Remove any invalid, inactive, spam traps or catch-all email addresses.

By doing that, you will avoid being marked as a spammer as you will be sure that you are sending emails to a valid list and people are engaging with your emails. You will also save money by removing irrelevant addresses that were anyway going to bounce.

You can use an online service like [neverbounce.com](http://neverbounce.com) for example to do so. They provide 99% accuracy.

### 4

## Include unsubscribe link

All mass emails must include an unsubscribe link as it allows contacts to unsubscribe rather than mark emails as spam.

According to a study conducted by Jeff Bullas, 50% of people mark a brand email as spam because they can't find a way to unsubscribe.

Don't forget to include an unsubscribe link in every mass email campaign you send. In **Lead Gators** the unsubscribe link can be included in every email.

Compliance is a top priority for us as it should be for your emails too.

### 5

## Send your emails at the best moment

Sending your email blast campaign at the right time could increase your email open rates.

Here are some general email tips on when to send mass email campaigns.

Tuesday, Wednesday and Thursday are marketers' favorite days to send mass email campaigns.

The best time to send your email campaign is:

- **6 AM:** For the 50% who begin their day with reading emails in bed.
- **10 AM:** Perfect for office time when everyone is well settled.
- **12 PM:** When people are checking out of work mode or looking for distractions or having lunch.
- **8 PM:** For those who check their emails at the end of the day before going to bed.



No one checks his or her emails while sleeping. Always send emails during daytime (according to contacts' time zone) when people are awake not sleeping.

Avoid sending mass emails on Mondays when everyone is deleting useless emails to have their inboxes ready for the week.

Weekends are already self-explanatory, people are on adventures, pubs, etc...

## 6

### Test your spam score

You can use online tools like <https://www.mail-tester.com/> to see if your email has chances to be blacklisted.

