



EMAIL MARKETING CHANGES

2025 Edition

MAY 2025



Agenda



2024 Changes - Review

- Minimum Requirements
- Compliance Standards

New 2025 Requirements

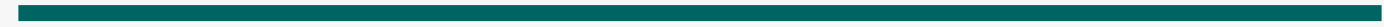
- Email Headers
- List Management Updates

Engagement Strategies

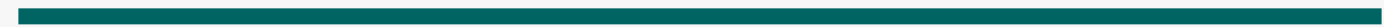
- Quick Connect
- Ongoing Engagement

As a Subscriber

- How to Engage
- Impacts of Non-Engagement



2024 CHANGES



Email Authentication Basics

SPF

- Identifies the mail servers and domains that are allowed to send email on behalf of your domain
- Receiving servers check your SPF record to verify that incoming messages that appear to be from your organization are sent from servers allowed by you

DKIM

- A specially formatted DNS TXT record that stores the public key the receiving mail server will use to verify a message's signature.
- Generated by Your Email Provider

DMARC

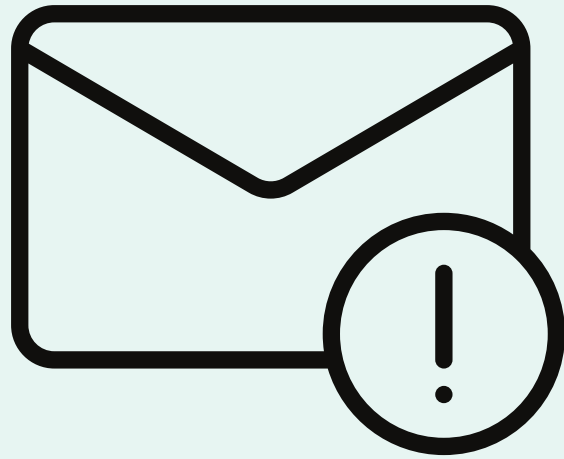
Shouldn't be setup until you've completed setup of SPF and DKIM records

It enables:

- Visibility
- Brand Protection
- Security

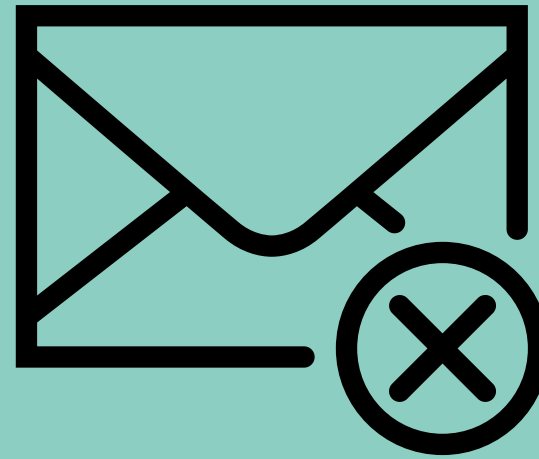
If you haven't implemented yet, access the 2024 workshop for free:
<https://email.wickedmarvelous.com/emc-2024>

Compliance Standards



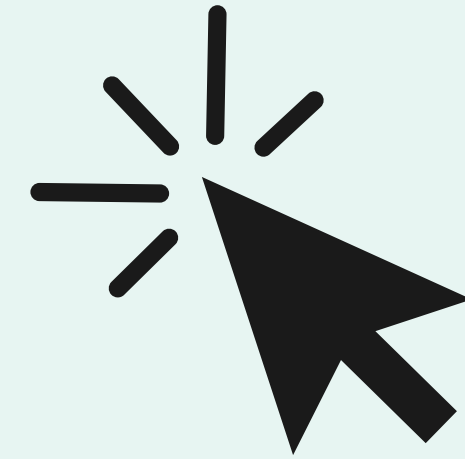
Spam Threshold

- The spam complaint threshold is 0.3%
- Best Practices is to stay below 0.1%



Unsubscribe

- Emails must include a one-click unsubscribe
- Must include List Unsubscribe in the header (ESPs manage this)



One-Click Unsubscribe

- One-Click to be removed (ESPs have met this requirement)



NEW 2025 REQUIREMENTS



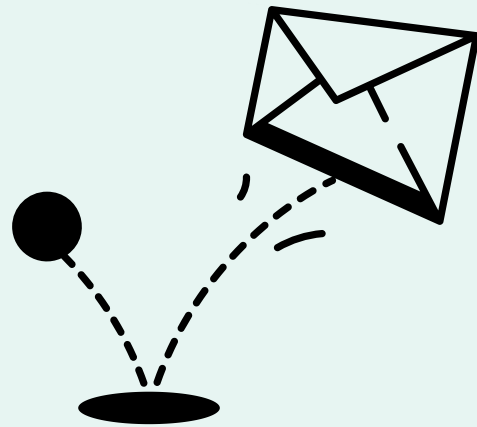
Email Header Requirements



From and Reply To Email Address Requirements

- Must use valid, routable, and monitored email addresses
- Must not bounce, they should be able to receive replies and they should be actively monitored by support or marketing teams

List Management Updates



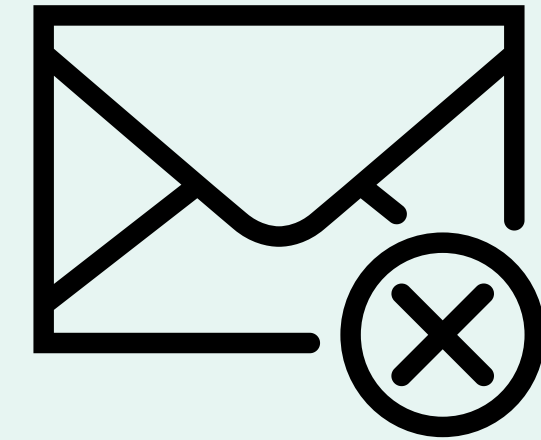
Bounced Emails

- Your ESP will automatically handle bounces
 - Hard bounce - removed immediately
 - Soft bounce - monitored



List Hygiene

- Remove inactive users, avoid purchased or scraped address lists, and confirm opt-ins
- Scrub your list every 1-3 mos



Unsubscribe Processing

- Microsoft requires unsubscribes be fully processed in 2 days
- Apple requires immediate processing



ENGAGEMENT STRATEGIES



Quick Connection Protocol

2-Hour Welcome Email Strategy

- Automatically send an email 2 hours after a user subscribes to your list.
- This is a simple “Hey” email. It doesn’t include any links (except your unsubscribe link).
- Ask them to confirm they received their freebie/lead magnet by replying to the email with a Yes or No.



Ongoing Engagement

Actions

- Send Polls
 - "What's your biggest business challenge right now?"
 - "Which topic should we cover next month?"
- Personal Connection Prompts (ask for a reply)
 - Hit reply and ...

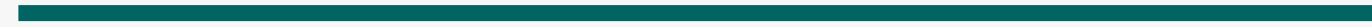
Share Resources/Links

- Share content - blogs, podcasts, videos
- Downloadable templates
- Checklists
- Quick-tip PDFs

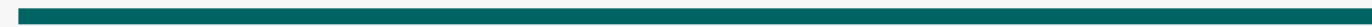
- Always use links

Pro Tips

- Make engagement easy with one-click options
- Test different engagement methods
- Follow up on engagement with personalized responses



AS A SUBSCRIBER



WHAT IS ENGAGEMENT?



- Opening Emails
- Clicking on Links
- Replying to Emails

**If you aren't engaging with
someone's content,
unsubscribe.**

Impact of Non-Engagement

When you don't engage (open, click, or reply) these emails will begin being moved to junk and then stop being delivered.

These constraints will initially apply to your engagement and inbox but will impact deliverability across hotmail and outlook inboxes.





QUESTIONS?



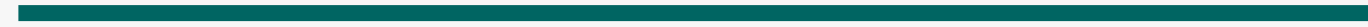
RESOURCES



Access the 2024 Email Authentication Workshop

<https://email.wickedmarvelous.com/emc-2024>





THANK YOU

