



Customer Marketing - AMA - 101

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Agenda



Best Practices



Custom Templates



Custom Subject Line



Scheduling an Upsell Email blast



Most Recommended Emails



Value

Best Practices



DOMAIN OWNED EMAIL

Use a domain-owned email address.



SPF/DMARC/DKIM

Implement SPF, DKIM, and DMARC protocols.



WHITELIST REALGREEN

Have customers add emailbyrealgreen.com to their safe senders list.



AVOID NO-REPLY

Don't use a no-reply as a reply to email address.



WHITELIST YOUR ADDRESS

Have customer add the from/reply to email address to their safe senders list.

Best Practices



OWN YOUR DOMAIN EMAIL

Using an email that you own is critical. Using a Gmail may be easy but as Email Clients get better they blocking emails sent by generic email providers.



AUTHENTICATE WITH SPF/DKIM/DMARC

You need to be able to edit the SPF/Dmarc/Dkim this will tell email clients to trust your emails.



RECOGNIZE SENDING DOMAIN

emailbyrealgreen.com is the Domain that will send on your behalf if customers are having issues this may be a simple fix.



AVOID NO-REPLY ADDRESSES

Even if you have a Domain Owned Email do use a noreply@comapny.com this will look fishy to some email providers. Use an email that someone will actually check.



WHITELIST YOUR EMAIL

In addition to adding the emailbyrealgreen.com make sure the customer adds your email as well



OPTIMIZE SUBJECT & CONTENT

Avoid using spam trigger words and excessive punctuation in your subject lines and email content. Regularly clean your email lists to remove inactive or bounced addresses to maintain a good sender reputation. Monitor your sender reputation and blacklist status periodically.

SPF, DKIM, and DMARC Records



Why do I need SPF, DKIM, and DMARC records added to my domain?

- Helps email servers distinguish legitimate emails from fake ones.
- Prevents third-party spoofing, phishing, and CEO fraud.
- Authorizes WorkWave's servers to send on your behalf.

What happens if I don't have these records in place?

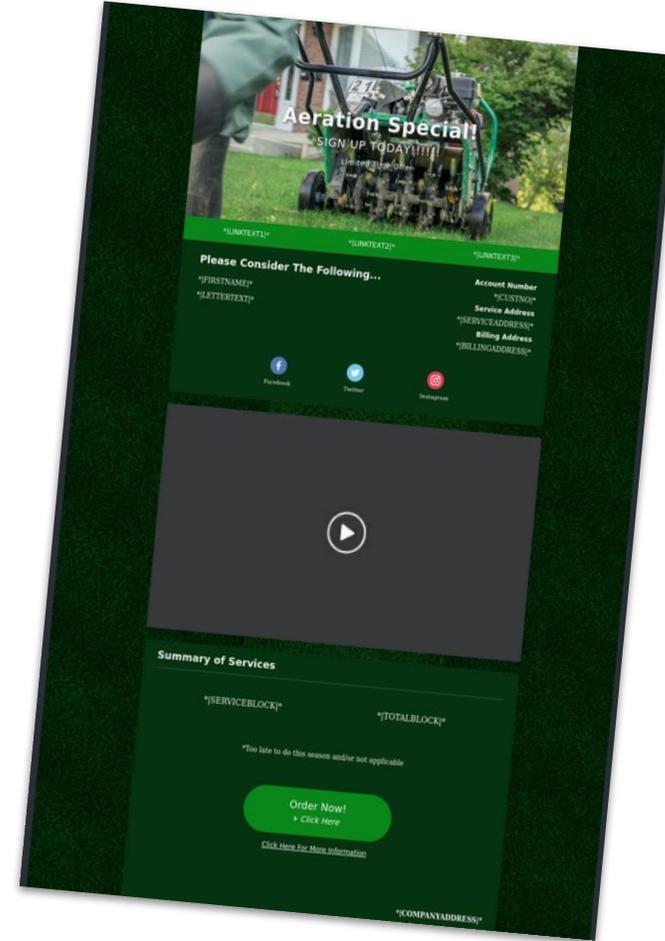
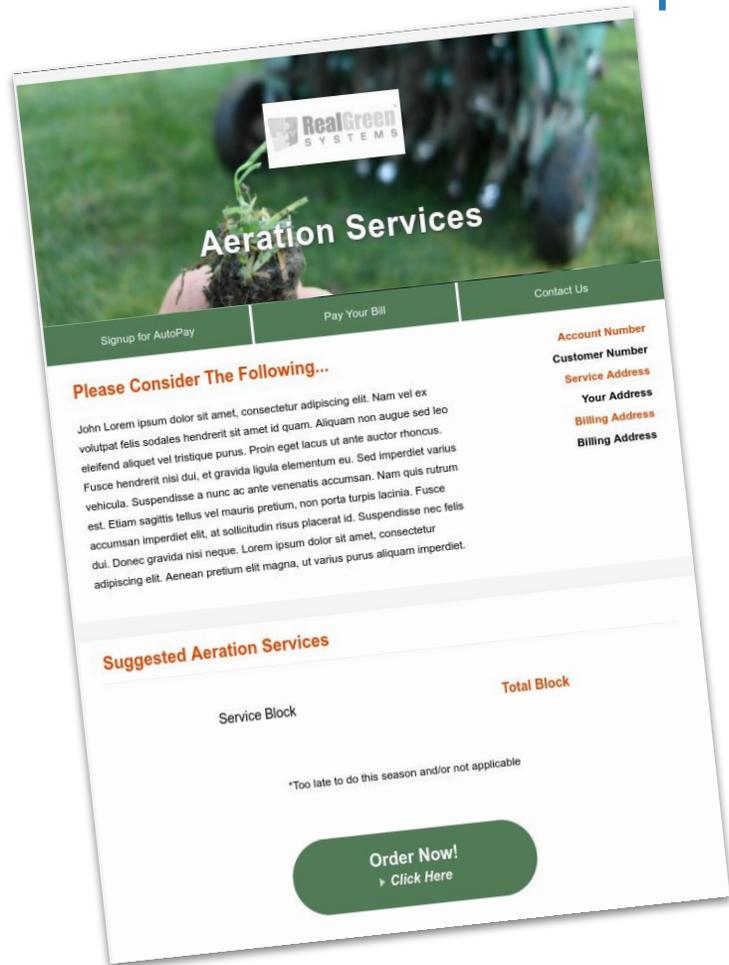
- Many providers mandate DMARC and SPF.
- Emails may not reach inboxes or end up in spam folders without them.
- DKIM keys are required for select RealGreen users to verify authorized sending.

DKIM keys are only required for select RealGreen users. These keys are used to verify RealGreen as an authorized sender in addition to SPF and DMARC records. Without the DKIM keys, the emails you send to your customers may not reach their inboxes or end up in their spam folders.

WARNING: Without SPF, DKIM, and DMARC records, your emails may be blocked or sent to spam.

Custom Templates

Don't like the default templates? You can make changes!



Custom Templates



Branding

When you think of McDonalds you see Golden Arches right? Well when someone hears your company name you want them to have the same imagery as well. Make sure your email templates match your branding. The should just have that same warm fuzzy feeling from your logo as well.



Colors

Along with brand is color. Matching your colors is going to a long way as well. There is a limit though Don't go overboard with color.



Relevance

Relevance is something to keep in mind make sure your templates match what they email is saying. Don't try to throw in so much information (They will never read it all).

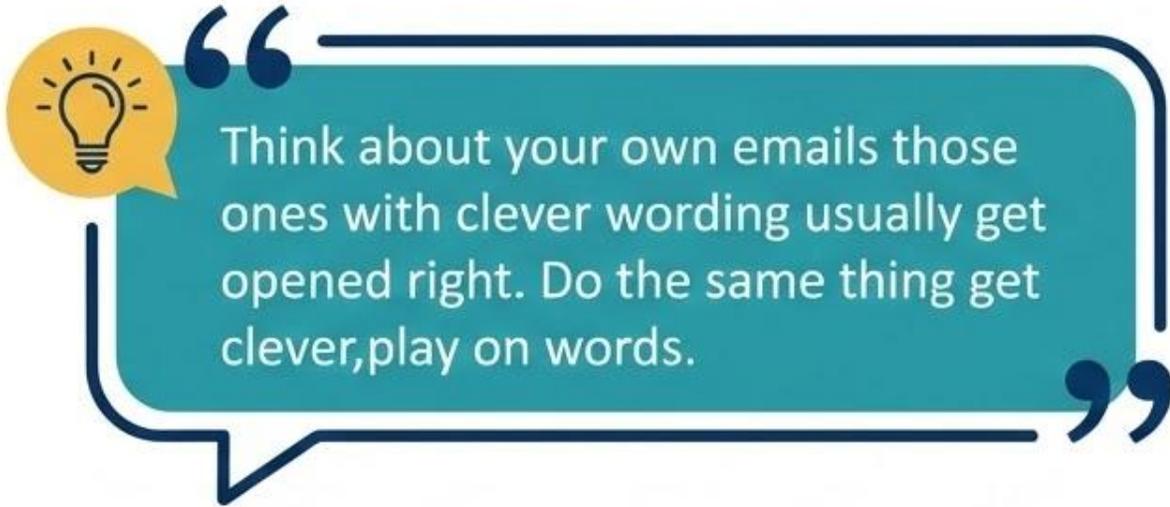
Consistent, well-designed templates build trust and improve engagement.

Custom Subject Line



Did you know you can use custom subject lines?

By making your own subject lines your emails will have a better chance of being opened.



Cannot use spam words or it will go back to default wording



Clear wording don't try to mislead your customers



There are Community Articles that can help know and understand what are the spam words to avoid.

Custom Subject Line



Do these subject lines make you want to open them?

- ✗ Real Green Systems | Service Summary Report
- ✗ Real Green Systems | Upcoming Visit Notification



How about these?

- ✓ Your lawn just got greener, See how
- ✓ Your world will look greener, We will be visiting soon
- ✓ Still considering Real Green Systems? Get Our Best Deal.

Some simple word changes can make the difference between opened and passed over.

Custom Subject Line

Subject Line Strategy

DON'T: Long & Cluttered



M·A·C Black Plum Friday – Join in on Black Friday Fun with a New Deep Purple Vamplify. Plus Free Shipping and Samples

 Truncated on most devices

DO: Short & Punchy



M·A·C Black Friday: New Vamplify & Free Shipping

Leverage Preview Text

Use the Preview Text if needing to say more. Preview text CAN use spam words and it won't be counted against you. This is your place to put those buzz words.

Value

What does it cost right now?

-  ● Paper Estimates?
-  ● Having/or not having follow up for estimates?
-  ● Physical Prepay Letters
-  ● Marketing Letters
-  ● Upsell Postcards

What else could you be doing instead?

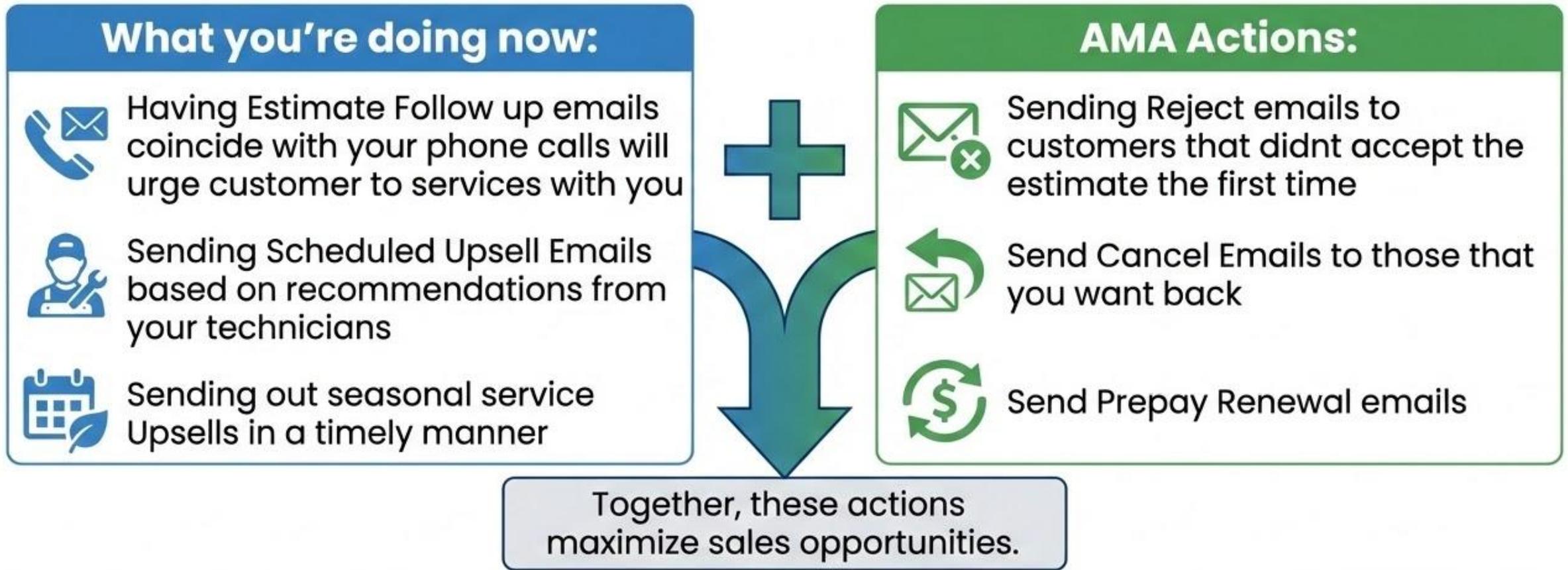
-  Measuring properties in your marketing universe
-  Cold calling new potential customers
-  Working on the next advertisement campaign
-  Organizing the office
-  Creating new policies



What is that cost/value? Does AMA have to change what your doing? Can you do a mix of that and AMA? How to make changes and make them work for you?

Mix of Now and AMA

How AMA drives sales with what your doing already



Questions?

Session Feedback

We appreciate your feedback and attendance

-  Login to the event mobile app
-  Add this session to your schedule
-  Click survey
-  Give it a rating 1-5 stars

