EIGHTFOLD SYSTEMS



FREE PLAYBOOK / 01

HOW TO GET EMAIL DELIVERABILITY RIGHT

Make sure your emails land in the inbox, not in spam: domains, mailboxes, warm-up and the numbers to watch.

FOR SERVICE & SOFTWARE COMPANIES

01

LEVEL	TIME	YOU'LL NEED	BUILT FOR
Basic	About 2 hours, plus 3 weeks of warm-up	A domain registrar, 2 to 3 mailboxes and a sending tool	Service and software companies

THE PROBLEM

You write a good email, send it to 500 people, and nobody replies. Often the email never arrived. It went to spam. Most outbound failures start here, before anyone reads a single word.

THE RESULT

YOUR EMAILS LAND IN THE INBOX. YOU HAVE A SETUP CHECKLIST, A WARM-UP PLAN, AND WEEKLY NUMBERS THAT WARN YOU EARLY WHEN SOMETHING IS GOING WRONG.

THE PLAY

If your emails go to spam, nobody reads them, no matter how good they are. Deliverability is mostly setup and habits. This playbook covers both.

1. USE SEPARATE DOMAINS FOR OUTREACH

Never send cold email from your main company domain. If it gets flagged, your regular emails suffer too.

- Buy 2 to 3 look-alike domains, such as `getacmeroofing.com` or `tryacmesoftware.com`.
- Point each one at your real website so it looks legitimate.
- Create 2 to 3 mailboxes per domain. Use real names, like `sam@...`.

2. SET UP THE THREE RECORDS

These prove your emails are really from you. Your domain provider has a DNS settings page where you add them.

RECORD	WHAT IT DOES	CHECK
SPF	Lists which services may send for your domain	Added and valid
DKIM	Adds a digital signature to each email	Added and valid
DMARC	Tells inboxes what to do if the checks fail	Start with a "monitor only" policy

Use a free checker (search "DMARC checker") to confirm all three pass before sending anything. Big inbox providers now expect these records for anyone sending at volume, so don't skip them.

3. WARM UP EVERY NEW MAILBOX

A brand-new mailbox that suddenly sends hundreds of emails looks like spam. Build trust slowly.

WEEK	EMAILS PER MAILBOX PER DAY
1	5 to 10 (warm-up tool only)
2	10 to 15
3	15 to 25, start real outreach
4 onward	25 to 40 maximum

Keep a warm-up tool running in the background alongside real sending. More volume? Add more mailboxes. Don't push each one harder.

4. KEEP YOUR LIST CLEAN

Sending to bad addresses is the fastest way to damage your reputation.

- Verify every email address before sending.
- Remove anyone who bounces. Never send to them again.
- Remove anyone who says stop, right away.

5. WRITE LIKE A PERSON

- Keep emails short, under 100 words.
- Avoid heavy images, attachments and many links. One plain link is plenty.
- Skip spammy words and ALL CAPS, and don't use "free" or "guaranteed" in the subject line.
- Always include a simple way to opt out.

6. WATCH THESE NUMBERS WEEKLY

NUMBER	HEALTHY	ACT IF
Bounce rate	Under 2%	Over 3%
Spam complaints	Under 0.1%	Over 0.3%
Reply rate	Steady or rising	Falling for two weeks
Inbox placement (test emails)	Mostly inbox	Mostly spam or promotions

7. IF EMAILS START GOING TO SPAM

1. **Pause** sending from the affected mailbox.
2. **Check** your three records still pass.
3. **Clean** your list and remove risky addresses.
4. **Rewrite** the message. Shorter and plainer.
5. **Restart** at half the volume, then build back up.
6. If a domain stays bad, retire it and move to a fresh one.

CHECKLIST

- [ ] Separate outreach domains set up
- [ ] SPF, DKIM and DMARC all pass
- [ ] Mailboxes warmed up for 3+ weeks
- [ ] Daily limit of 40 or less per mailbox
- [ ] Every address verified
- [ ] Opt-out link in every email
- [ ] Weekly check of bounce and spam numbers

Note: sending rules differ by country and change over time. This is general guidance, not legal advice.

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