

katiefischerdesign

The Katie Fischer Design Digital Mailing Process and Agreement

KFD does everything in our power to boost deliverability rates. However, according to recent reports - only about 79% of permission-based emails sent by legitimate email senders reach the inbox. Spam filters and ISPs are working harder than ever to reduce inbox irrelevance. Your email may be filed in your recipients "promotions" folder. Here are some tips to improve the success of your digital mailing:

1) Double-check every email address. Are there any typos? Are any of the email addresses old and no longer used? Here's a company who can clean your email list and remove any hard bounces: <https://www.emailistverify.com/> You may also want to use a service like Postable.com to collect the most up-to-date contact info from your recipients.

2) Whenever possible, send emails to people's personal email addresses instead of corporate work email addresses. Corporations often implement strickter firewalls.

3) Please let us know who you'd like us to use to transmit your email invitation. Here are some reputable companies which our clients have had success with:

- Paperless Post
- MadMimi
- Mail Chimp
- Constant Contact

4) Track your mailing. Some of the providers listed above provide statistics on who has viewed your email. For the individuals who have not responded or who are marked in the statistics as unread - send a follow-up email from your personal email account with a link to your invitation (we'll provide you with the proper link). These types of emails can sometimes be filed in recipients "promotions" folder and they may not know to open it.

TERMS & CONDITIONS

Katie Fischer Design is not responsible for deliverability issues: incorrect/invalid email addresses, spam filters, firewalls, or if your recipients ignore or accidentally delete your email. If there are any other deliverability challenges, you'll need to reach out to the hosting/delivery company directly.

I've read this document and I agree to the terms and conditions for the Katie Fischer Design Digital Mailing Process. Katie Fischer Design is authorized to do our mailing as outlined here and on the date provided in our production time line.

Client Name

Client Signature

Date

katiefischerdesign

TEL. 212.388.0999 INFO@KATIEFISCHERDESIGN.COM

26 BROADWAY, 8TH FLOOR, NYC 10004

WWW.KATIEFISCHERDESIGN.COM