1 Pre-Warmup Preparations

- **Don't Rush Your Warm-up**: If you registered your web domain for email marketing recently, make sure 45 days have passed before launching your email campaigns. Newly registered domains are automatically blacklisted and only removed from the blacklist after at least 7 days.

- **Authenticate Your Domain:** Set up SPF, DKIM, and DMARC DNS records to ensure your emails pass authentication checks.

- **Pick a Familiar Sender Name:** Choose a sender name that the brand has previously used, such as "G7CR," to establish trust and recognition.

- **Clean Your Email List**: Ensure that your contact list consists of engaged, opted-in subscribers. Remove any inactive or invalid emails to minimize bounce rates.

- **Segment Your Audience:** Divide your email list into smaller groups based on engagement levels (e.g., high, medium, and low) to email your most active users first.

- **Warm-Up Timeline**: Plan a gradual increase in email volume over 4-8 weeks, depending on the size of your list.

2 What to Do if You Don't Have Opted-In Audience Data

If you don't have an opted-in audience list yet, follow steps below to build a clean and compliant list:

A. Build Your Opted-In List

- **Create Lead Magnets:** Offer valuable resources like eBooks, guides, webinars, and discount codes to encourage users to opt into your email list.

- **Use Sign-Up Forms:** Add email capture forms to high-traffic pages on your website, landing pages, and blogs.

- **Run Social Media Campaigns:** Promote sign-up forms and gated content on social media to attract new subscribers.

- **Host Webinars or Events:** Collect email addresses from attendees by offering follow-up materials via email.

- **Offline Sources:** If you attend trade shows or collect emails offline, always ensure to get explicit consent before sending your emails

B. Focus on List Quality, Not Quantity

- **Opt-in Confirmation**: Use double opt-in to ensure that people who sign up actually want to receive your emails, reducing the risk of spam complaints.

- **Transparency:** Be clear about what users will receive by joining your list (e.g., newsletters, promotional offers).

- **Never Buy Lists:** Purchased lists often contain invalid or non-consenting contacts and can lead to high bounce rates and complaints, damaging your sender reputation.

C. Gradual Warm-Up with New Opted-In Data

- Once you begin gathering opt-ins, start small. Send initial emails to the most engaged users (i.e., those who signed up or interacted with your content recently).

- Apply the Warm-Up Process described below to slowly ramp up your sending volume.

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3 Warm-Up Process

Plan a gradual increase in email volume over 4-8 weeks, depending on the size of your list.

Warm-Up Process				
Week	**Daily/Weekly Task**	**Target Email Volume**	**Action to Take**	**% Increase**
Week 1	**Day 1-3:** Send to top 50-100 engaged users	**50** emails/day	Prioritize users with recent engagement.	**10-15%** increase daily
	Expand to moderately active users	**100-150** emails/day	Maintain 10-15% daily increase.	**10-15%** increase daily
Week 2	Send to highly and moderately engaged users	**150-300** emails/day	Include previously engaged but inactive users.	**10-20%** increase daily
Week 2	Gradual expansion to less engaged users	**300-600** emails/day	Monitor metrics closely (open, spam, bounces).	**10-20%** increase daily
Week 4-6	Full sending volume	**1,000-2,000** emails/day	Final goal: Reach full volume capacity.	**10-20%** increase daily

Determining the Right Percentage for Volume Increases

- Begin with a 10-15% daily increase for new domains or unverified lists.

- If your domain is established with a strong reputation, starting at 20% increases can be safe.

- Monitor key metrics (open rates, spam complaints, and bounce rates) to adjust if needed.

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4   Key Tips for Successful Warm-Up

1   **Monitor Engagement Metrics:** Pay close attention to your open rates, click rates, and bounce rates. If open rates drop, slow down the warm-up process.

2   **Avoid Spamming:** Only email recipients who have explicitly opted in to receive your emails. Clean your list regularly.

3   **Consistent Sending:** Send emails consistently throughout the week. Avoid large gaps and sudden spikes in email volume.

4   **Content Relevance:** Keep your emails relevant and valuable to the recipients to maintain high engagement rates.

5   **Use Positive Signals:** Encourage engagement by including interactive elements like surveys, polls, and call-to-action buttons.

5   Post-Warm-Up Considerations

1   **Maintain Sending Consistency:** After the warm-up period, keep a steady sending pattern to preserve your sender reputation.

2   **Keep Lists Clean**: Regularly remove inactive or unengaged subscribers to avoid hurting deliverability.

3   **Continuous Monitoring:** Continuously monitor deliverability metrics (e.g., spam reports, bounces, inbox placement) to catch issues early.

6   Troubleshooting Tips

1   **High Bounce Rate**: Clean your list and check your email validation.

2   **Marked as Spam:** Reduce volume and focus on highly engaged recipients. Review your email content for spammy words or phrases.

3   **Low Engagement:** Try more engaging content (e.g., personalized offers, interactive elements).