SCRUB-A-DUB YOUR SUBS

Keep Your List Squeaky Clean with List Hygiene

With Tammi Labrecque

newsletterninja.net/20books2022

Reasons to Clean Your List

1. Reputation
2. Deliverability
3. Keep EMS happy
4. Keep costs down

Signs that you need to scrub your email list

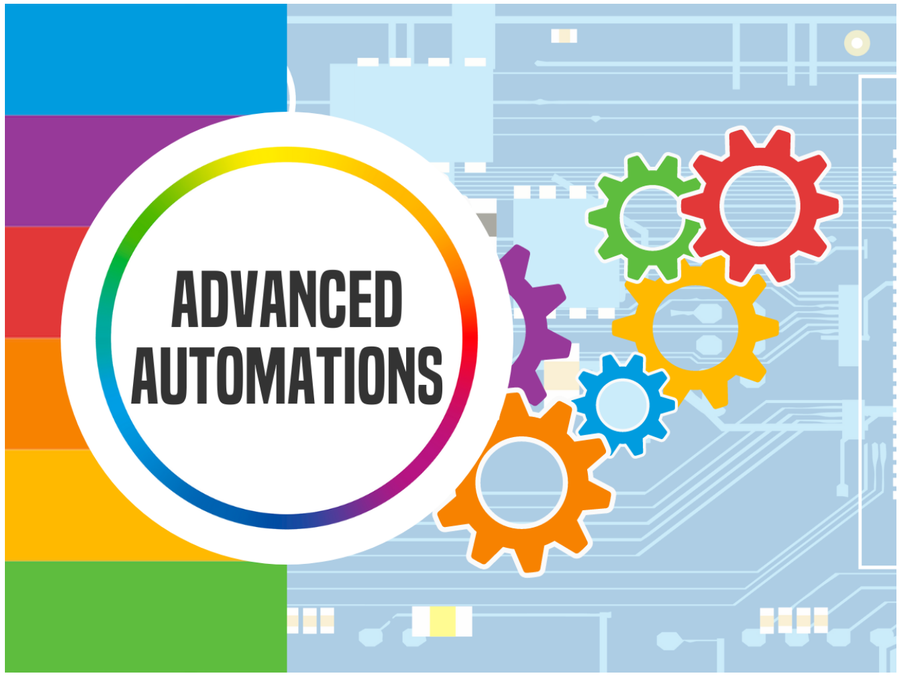
1. Your bounce rate is up
2. Your open/click rates are down
3. You have bot subscribers

How To Scrub-a-Dub the RIGHT Way

1. Do a quick-and-dirty clean
2. Segment your list
3. Reengage/winback campaign
4. Offer opt-**down** vs opt-out

Follow-Up to Stay Squeaky

1. Schedule or automate hygiene
2. Recheck segments for opt-downs, etc
3. Use your tracker (more on that in a second)



newsletterninja.net/advanced-automations

newsletterninja.net/newsletter

Follow-Up to Stay Squeaky

1. Schedule or automate hygiene
2. Recheck segments for opt-downs, etc
3. Use your tracker

https://newsletterninja.net/stats-tracker