

# Email Domain/IP Warm-Up Checklist for Event Marketers

Use this checklist to successfully warm up your new email domain or IP address ahead of your next event campaign.

Event :

Date :

## Technical Setup – Before Sending Anything

- Purchase and configure your dedicated sending domain or subdomain (e.g. mail.yourevent.com)
- Set up SPF record (authorise your ESP's sending IPs in your DNS)
- Set up DKIM record (add your ESP's public key to your DNS)
- Set up DMARC record (start with p=none and include a reporting address)
- Verify your domain within your email platform
- Set up Google Postmaster Tools
- Set up Microsoft SNDS (optional, useful for B2B sends)
- Test authentication using tools like MXToolbox or Mail-Tester

## Domain Strategy

- Use a subdomain (e.g. events.yourbrand.com) if possible to protect your primary domain reputation
- Avoid switching domains frequently – pick one and stick with it
- Allocate at least 6–8 weeks for a proper warm-up
- Plan warm-up well ahead of major event announcements or ticket pushes

## Sample Warm-Up Schedule (Adjust Based on List Size)

Week	Send Volume	Audience	
Week 1	1%	Only Tier 1 highly engaged contacts (e.g. recent openers or past attendees)	<input type="checkbox"/> Use automation or throttling to control hourly/daily sending volume
Week 2	2-3%	Expand to more Tier 1	<input type="checkbox"/> Monitor engagement and bounce rates weekly—adjust volume if needed
Week 3	5-8%	Introduce Tier 2 (some engagement in last 60–90 days)	
Week 4	10-15%	Include Tier 2 + fresh leads	
Week 5	20-30%	Slowly add Tier 3 (older or cold contacts)	
Week 6+	50-100%	Continue with full sends, monitor deliverability closely	

## List Cleaning & Quality Control

- Run your email list through a verification tool (e.g. NeverBounce, ZeroBounce)
- Remove or suppress invalid, bounced, or risky emails
- Suppress any addresses with no opens/clicks in 6–12 months (unless re-confirmed)
- Remove any purchased or unverified contacts
- Use double opt-in for new subscribers during warm-up if possible

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## Segmentation Setup

- Create engagement tiers (e.g. Tier 1 = opened/clicked in last 30 days)
- Segment by profile/role, region, or interest (e.g. B2B roles vs B2C fans)
- Start with small, focused sends to Tier 1 only
- Gradually introduce lower tiers each week
- Exclude low-engagement or dormant contacts until domain is established

## Email Platform Setup

- Create email templates optimised for deliverability (clear, simple, no spammy language)
- Add plain-text versions of emails
- Avoid image-only emails and excessive CTAs
- Include a working unsubscribe link in all emails
- Throttle campaigns using automation or time-based workflows
- Integrate preference center for contact-level email control

## Preference Centre Setup

- Allow subscribers to choose email frequency
- Let users select topics of interest (e.g. specific events or regions)
- Include options like “Pause emails for 30 days” or “Only major announcements”
- Ensure preferences are honoured in campaign sends
- Link to preference center from all email footers

## Deliverability & Reputation Monitoring

- Monitor open and click rates after every send
- Track bounce rate – keep hard bounces <2%
- Watch complaint rates – keep under 0.1%
- Use Google Postmaster Tools to monitor domain reputation
- Check blacklist status weekly using MXToolbox or similar
- Watch for throttling (421 errors) or hard blocks from ISPs
- Document performance per ISP (e.g. Gmail, Outlook, Yahoo) and adjust targeting if needed

## Ready to Launch Your Next Campaign with Confidence?

Need help planning your warm-up strategy or reviewing your email setup?

Book a free 30-minute consultation with our team to get expert, tailored advice for your event marketing campaigns.

*Let's make sure your emails land in the inbox—not the spam folder.*

Get in touch:

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[www.cdonaldson-marketing.co.uk](http://www.cdonaldson-marketing.co.uk)