

*10 KEYS TO*

**EMAIL MARKETING**

# CAN-SPAM COMPLIANCE

## Subject lines & content

In 2004 Congress passed a law that specifically states it is legal to send unsolicited bulk email for marketing purposes. In this law, they give guidelines you must follow when engaging in email marketing to non-opt-in contacts. You can see all the details on their site at [ftc.gov](http://ftc.gov).

**Don't use deceptive subject lines.** The subject line must accurately reflect the content of the message.

**Identify the message as an ad.** The law gives you a lot of leeway in how to do this, but you must disclose clearly and conspicuously that your message is an advertisement.

**Tell recipients where you're located.** Your message must include your valid physical postal address.

**Don't use false or misleading header information.** Your "From," "To," "Reply-To," and routing information – including the originating domain name and email address – must be accurate and identify the person or business who initiated the message.

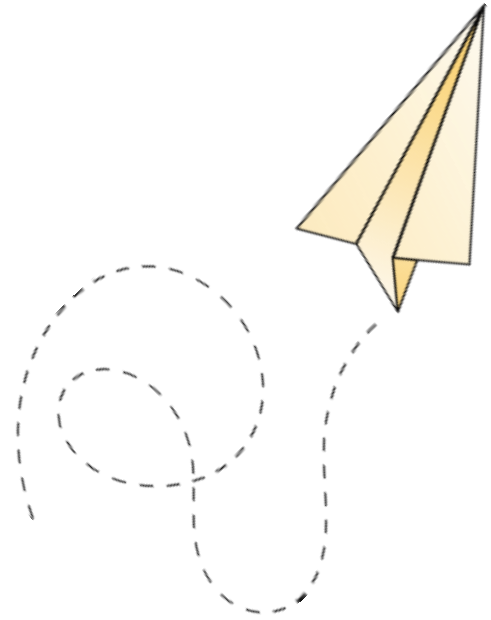
**Provide an option to opt out.** Your message must include a clear and conspicuous explanation of how the recipient can opt out of getting email from you in the future

**Honor opt-out requests promptly.** You must honor opt-out requests within 10 business days. Any opt-out mechanism you use must be able to process opt-out requests for 30 days after you send messages.

**Monitor hired 3<sup>rd</sup> parties.** The law makes clear that even if you hire another company to handle your email marketing, you can't contract away your legal responsibility to comply with the law.

## Personal, Not Fake

Open with the recipient's name, end with a signature line and have the email come from a person at your company rather than from your company in general. If your sending address is info@ for example it will hurt your campaign. The more the email looks and feels like something they would receive from a peer the more likely they are to take time to read it. **DO NOT USE NO REPLY!** This makes it harder on the potential customer and raises red flags about the authenticity of the message.



Personalized emails deliver **six** times higher interaction rates

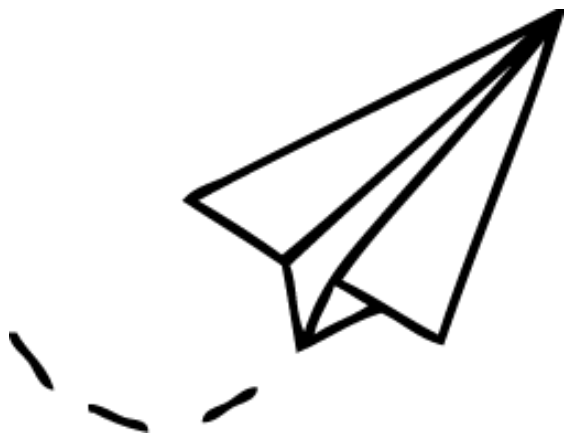
# DEDICATED DOMAIN

## Protecting your Deliverability

If your company's main website is [www.xyz.com](http://www.xyz.com), don't use that domain for your marketing campaigns. Always use a dedicated domain just for your marketing, such as [www.xyz-email.com](http://www.xyz-email.com). This creates an extra layer of security between your corporate domain and marketing and gives you more independent control of your marketing campaigns. That way, if your email list become corrupted it won't affect the deliverability of sales emails and the ability to change it if needed is always there. This just opens more options.



Since many people do not have images automatically downloaded, make sure that your images appear very small when they are unloaded.



## Don't Overload

Some images and formatting are good but if too much of your email is image spam filters will block it. Also resist having a large image at the top of your email or having critical parts of your message as an image. Much of your audience likely has image loading turned off so they will only see empty boxes where your images should be. Make sure your emails look professional and branded, but make sure you stay balanced.

# GET TO THE POINT

You have between 6 seconds or less to capture the interest of your audience. Make sure your email is short and to the point and that your call to action is in the first screen shot. If your audience must scroll down to read the whole email they likely won't. If your audience sees large blocks of text they will likely decide to move on to their next email. Use bullet points and list whenever possible to get your information across in a visually pleasing way.

**The best length for an email is between 50 and 125 words**





# MAXIMIZE RESPONSE OPTIONS



## No Hassle Response

Give the recipient of the email the option to reply to the email they have received, go to a website, or pick up the phone and call you.

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More response options = more responses.

# FOLLOW UP

## Response Email

Follow up with responses from your email campaign the same day, not a few days later, or a week later. Make sure your campaign is set up to allow you or one of your people to react to responses the same day.



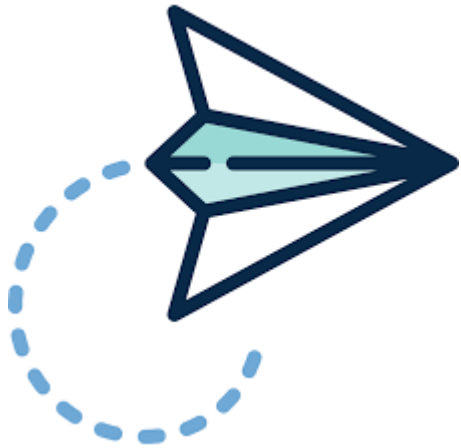
## Subject lines & content

Use a variety of subject lines and content in your campaigns. Recipients won't see your content if the subject line doesn't get them to open your email and different people will be attracted to different subject lines. By varying your messages, you can better target niches within your general target audience and are more likely to get good responses. A more **targeted email** with customized content for a specific sub-group makes a message even more relevant to the recipient and will yield better results. This means, that the more information you have for a the better to help you identify their needs and desires. A good tip is to **start with action-oriented verbs**

Note that **30 characters** is the least amount of space that will show in the subject line (the most is 60).



**33%** of email recipients decide whether to open an email based on the subject line alone



If you send out **1,000** emails a day for **10 days**, you will generally get better results than **10,000** emails all sent in one day

Pay attention to the time of day, days of the week, and frequency with which you send emails. There are many theories regarding the best email delivery times, and they generally agree that **Tuesday through Thursday is the best delivery window for B2B emails**. Emails sent in the middle of the night are more likely to be suspected as **spam** by filters. It varies from business to business though, so **test** sending campaigns on different days of the week and times of day to see what gets you the best results. **Early afternoon** is an appropriate time of day - after the morning overload of emails is done and before the “I’m almost done” fog. Finally, make sure to **spread them out**.



For more tips and further details on any of the above items, contact us at [info@mountaintopdata.com](mailto:info@mountaintopdata.com) or call (818) 252-8140.

### Outsourcing Delivery

Use an outside company to deliver your marketing emails. Never send copious amounts of unsolicited emails directly from you own email servers. For newsletters to your customers there are many companies (such as MailChimp or Constant Contact) that can handle email delivery at very low costs. For new marketing campaigns to contacts that have not opted in there are fewer options. We recommend [Clickback.com](http://Clickback.com) for managing your own email distribution or [DivComGroup.com](http://DivComGroup.com) and [Distribion.com](http://Distribion.com) as companies that will manage your email campaigns for you. There are many other companies out there that provide these services as well but these are companies we are familiar with.