

How to Stay On The

Good Side

Of Email Marketing



We can all probably agree that SPAM SUCKS! And the last thing you want is for your brand to be associated with it. Getting labeled a spammer is the ultimate price to pay if you're sending emails that are unwanted and pushy. So let's break those bad email marketing habits that land you in a customer's never-to-be-seen-again spam folder, and start adopting the skills that show how talented your brand really is. It would be a shame to get shunned for life over one tiny email, right?



1

Practice Permission Based Marketing and Grow Your Database



Ask for permission before adding subscribers to your list



Keep the opt-in process simple and easy

Never purchase email lists!



Don't pre-check the opt-in box to add subscribers to your list automatically!



Email marketing messages are responsible for a whopping 70% of "this is spam" complaints! (Source: ReturnPath)

2

Always Be Transparent and Up Front!



Use your company name in the From field so you're easily identifiable

Write a valid - yet appealing - subject line

SUBJECT: APPEALING

Never mislead recipients about who is sending the email!



Don't use un-trustworthy words in subject lines (ie: Free, "You're A Winner", Credit, "Buy Now")

SUBJECT: YOU ARE A WINNER, FREE.

33% of email recipients open emails based on subject line alone. (Convinceandconvert.com)

3

Give the Reader What They Want

Aim to provide a mix of entertainment and informative value



Segment lists to ensure your campaigns are personalized

Don't focus on selling the reader on a product or service



Don't disregard buyer personas by merely sending mass emails to a large list!



Personalized subject lines are 22.2% more likely to be opened. (Source: Adestra July 2012 Report)

4

Use Graphics Wisely!

Keep designs clean, simple and easy to read



Always use graphic designers who are knowledgeable and experienced with email marketing



Avoid using too many graphics



Don't forget to display your logo and use fonts, navigations and design aspects that are consistent to your brand's style

BRANDING

1 in 2 marketers use animated gifs in their email campaigns. (Experian Email Market Study)

5

Keep the Unsubscribe Process Simple



Implement a single-click unsubscribe process and update your list immediately

Incorporate a way for them to opt-in to your list again...just in case they change their mind!



Don't bury the unsubscribe button where it can be easily missed



Avoid long and confusing opt-out processes at all costs



More than 90% of consumers unsubscribe because of too frequent, irrelevant or boring communications (Source: Mashable)

ABOUT WSI

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