

## Email Marketing 101

- Plan your schedule – DO NOT make spontaneous your practice. Consider internal and external events, industry events, seasonal events and customer activities
- Create a plan – it may include:
  - Send Dates
  - Campaign (subject line, call-to-action)
  - Format (newsletter, promotional)
  - List & List Size
  - Segments (buyers vs. non-buyers, transactional, etc.)
  - Tracking or Source Code
- Make sure your HTML code is W3C (World Wide Web Consortium) compliant and does not contain any script (Javascript or VB Script) as it can cause problems on the recipients end, and with some email clients the message will be rejected.
- If you use CSS make sure it is inline, not an external style sheet, and place the CSS in the HTML tags, not in the head tags.
- Include an alternative text version of your message for those folks who do not choose to receive HTML emails.
- Keep your design simple. Unlike web browsers, there are a wide variety of email clients and they all display a bit differently – you do not have complete control over the final display of your email.
- Write subject lines that are direct and say what you want to say.
- Use your top real estate effectively – it is all some recipients will ever bother to look at.



### Be Sure and Comply With the CAN-SPAM ACT

CAN-SPAM ACT requires you to receive permission from your email recipients in order to send them commercial or bulk email.

(1) AFFIRMATIVE CONSENT-  
The term 'affirmative consent', when used with respect to a commercial electronic mail message, means that--

(A) The recipient expressly consented to receive the message, either in response to a clear and conspicuous request for such consent or at the recipient's own initiative. \*

\*CAN-SPAM ACT of 2003