



Tips for implementing an effective email marketing strategy:

- **Building an effective email list:**
 - Who are your recipients?
 - How did you obtain the list? Your email list **must** be permission-based, and your email service provider is required to ask how you obtained your list.
- **Determine an ultimate goal.** For example:
 - acquire new customers
 - sell products and services
 - up-sell and cross-sell existing customers
- **Determine what the email needs to achieve in order to accomplish your goal.**
For example:
 - drive people to a particular page on your web site or a landing page
 - build relationships with existing customers
 - provide information
- **Create a plan**
- **Have a compelling subject line** that gets your customer or prospect to open the email.
- **Have a compelling “call to action”.** Make it obvious what you want the email reader to do.
- **Keep the layout simple.** Be sure the email is pleasing without graphics, in case the email server, or preferences does not download them correctly, or does not allow them to download at all.
- **Content should address issues that are important to your customer.** Be concise and interesting - the average reader skims a newsletter for 51 seconds. Have different versions of the email for different audiences if necessary.

See next page for email compliance guidelines

Email Metrics and Result Expectations

Following are typical ranges for items typically measured to determine the success of an email marketing campaign.

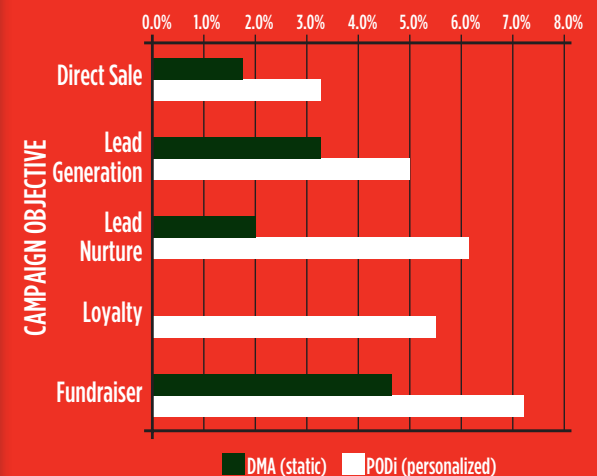
- **Bounce rate** (3 - 10%)
- **Open rate** (15 - 30%)
- **Click rate** (2.5 - 8%)
- **Abuse complaint** (.02 - .12%)
- **Unsubscribe rate** (.2 - .8%)

Other metrics to consider:

- **Compare metrics against goals**
- **Calculate campaign ROI**
- **Identify new customer segments**
- **A/B Split Testing**

TYPICAL RESPONSE RATES: Static (DMA) vs. Personalized (PODi)

(Data source: Caslon analysis of PODi and DMA data)



Guidelines for compliance with the CAN-SPAM Act

(The primary law that governs emails that contain commercial content)

- 1. Don't use false or misleading header information.** "From", "To", "Reply-To" and the originating domain must be accurate and identify the business that initiates the email.
- 2. Don't use deceptive subject lines.** Ensure your subject line accurately reflects the content of the email.
- 3. If your message is an advertisement, it must be clearly identified as an advertisement.** The act doesn't identify any strict rules on how this needs to be done, but it must be disclosed clearly.
- 4. The message must include your valid *mailing* address.** This can be your street address, P.O. address or a private mailbox at a commercial mailing service that operates under Postal Service regulations.
- 5. Make it easy for recipients to opt out of receiving future emails.** This must be easy and obvious. The law doesn't specify how or where this must be done, but the industry standard is near the bottom of the email with text like "unsubscribe" or "opt out".

It is preferable that the recipient clicks on your opt-out link as opposed to clicking on the "this is spam" button in their email program, which can cause problems getting any emails delivered.
- 6. The email can not be sent to a harvested email address.** A harvested email address is any email address that was obtained **without the consent of the email address owner**. Be sure that the recipient has given you explicit permission to send the type of email you are sending to them.
- 7. Honor opt-out requests within 10 business days.** Most email service providers will handle this with some degree of automation but you should not entirely rely on this, you'll want to maintain a list of opt out email addresses. Most email service providers honor this request immediately, adding the email address to a "do not send" list associated with your account. This provides the best customer experience and it is recommended to immediately remove the email addresses from you lists if possible.
- 8. Monitor what others are doing on your behalf.** You are legally responsible for emails sent on your behalf so be sure your email service provider understands the legal issues.

These requirements may seem a little overwhelming at first but they really aren't that bad. Managing your email lists and utilizing a good email template will go a long ways to ensure compliance.