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THE TRUTH ABOUT

EMAIL MARKETING

“Email Marketing is
extremely cost
efficient, targeted,
and measurable...”

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Nationally known email marketing expert and CEO of BrightWave Marketing

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Once people
unsubscribe from
your list, please
don't email them
again.

reputation it is also a violation of CAN-SPAM.

U.S. law (and most national antispam laws in place around the world) requires that you cease future email messages within 10 business days of the unsubscribe request. (See Truth 39 for more on

U.S. CAN-SPAM.) Keep in mind that this is just the legal requirement, but the best practice is to remove immediately. Once people stop wanting your emails, sending them more simply encourages them to report you as spam, even if you're still sending these emails legally.

I am baffled by the law-breaking emails I continue to get from major retailers and brands that I electronically divorced from. One major big box chain continues to send me emails despite repeated unsubscribe requests. I don't think they have malicious intent, but someone is dropping the ball big time here.

Here are more tips on creating a top-notch unsubscribe process.

- Include an Unsubscribe or Opt-Out link in the footer of an email.
- Make sure every email message has an Unsubscribe link.
- Keep a master suppression list of all opt-outs (and make sure it can't be compromised).
- Make sure that your email marketing team is aware of the suppression list and puts it to use with every mailing.
- Keep a backup of your suppression list.
- Don't make the Unsubscribe link an image, since many email clients suppress images.
- Show former subscribers that you respect their right to opt out by this one-step process.
- Be ready to handle unsubscribe requests that come in through replies to your message.
- Coordinate with your email agency or provider about how to handle unsubscribes.