

How to Get (and Keep) Email Permission

10 Tips for Maintaining Email Relationships

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In the world of email marketing: permission-based email marketers are the good guys.

They value the trust and privacy of each and every customer that walks through their door and thus, the trust and privacy of every subscriber that joins their mailing list. As a result, they have better open rates, less spam reports, and more opportunities to grow their business with email marketing.

Permission-based email marketing is the best route to developing long-lasting customer relationships that can drive repeat sales and valuable word-of-mouth for your business.

But while you already know how to build relationships with your customers offline, how to maintain those relationships online isn't always clear. Here are 10 tips you'll want to keep in mind.



10 Tips to Help Get and Keep Email Permission

1. Add a permission reminder to your emails

Remind recipients why they are receiving an email from you. Whether they are a valued customer, a prospect who expressed interest, or a client you want to keep in touch with—adding a permission reminder will add credibility and help provide context for your email.

2. Be straightforward at the point of signup

When asking people to join your mailing list, be straightforward about what type of content you plan to send. Special offers, promotions, and exclusive content are a great incentive for people to join your list but if you don't follow through, you could lose them as a reader and possibly as a customer.

3. Give people the option to opt-out

Permission can be given, and it can be taken away. It is very important that every email you send has the option for the recipient to unsubscribe or "opt-out." Interests may change over time and communications may no longer be valuable to a given subscriber. Those subscribers are entitled to withdraw their permission at will.

4. Respect your audience's privacy

Trust will play a big part in whether or not someone decides to join your list. Your privacy policy should be clearly posted. It adds credibility to your company and your email even if recipients do not click on the link.

5. Listen to your readers

Are your email communications of value? Is the frequency right? A survey is an inexpensive, easy and immediate way to find out how your customers really feel about your company and your email communications.

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6. Keep your contacts up-to-date

People change internet service providers, jobs and email addresses at random. Often, you'll be the last to know. Ask for updated information and give subscribers an easy way to change their email address. This will ensure that your communications continue to be received if, and when, they make a change.

7. Don't overwhelm your audience

Respect the privilege of communicating with your customers and prospects by taking care not to communicate too often. Gratuitous emails are not met with gratitude. Think carefully and plan how many, and what kind of communications you send to your subscribers.

8. Be diligent

Some subscribers will reply to an email to unsubscribe instead of using the automatic unsubscribe link. Monitor your inbox for unsubscribes, and complaints, then make sure you remove unsubscribe addresses right away and take action on any grievances.

9. Watch your reports

Look at your reports! There's a wealth of information just waiting to be discovered. Always pay attention to your unsubscribe rate—if you are losing more than .5% of your subscribers per month, you need to make adjustments. Opens and click-throughs can also indicate where you might be missing the mark.

10 Never buy or rent a list

Beware of strangers bearing lists! Permission is not transferable. Today, subscribers want to receive email from those companies they have subscribed to, not an unknown third party. Don't be fooled by the false promise of ready-to-buy lists. Be one of the good guys—ask permission!



Be Part of the solution!

Remember, permission-based email marketing is the best route to developing long-lasting customer relationships. Follow these 10 steps and you'll be on your way to better results for your marketing and your business!