

## Email Marketing Best Practices

**BillboardEmail** is committed to the highest standards of Email Marketing best practices and overall effective ROI. Our clients trust us to provide them with superior service, results, brand name development, and the highest ROI. Because the world of Email Marketing is fast paced and constantly changing, we want to make sure our clients are kept up to date on the best practices of Email Marketing. If you are not a client already, this information is still relevant to you, and we hope to earn your business through our commitment to these standards.

### Email Marketing Best Practices

- Mail on verified, opt-in data only. This means that at the point of signing up and providing email information, the email user understood and opted to receive further email contact. For this reason, it is best to avoid renting or buying lists from sources not known personally.
- Each email user in your database should have the following information associated with their email address:
  - » Verified opt-in acknowledgement
  - » Sign up site URL
  - » Date/Time stamp, IP, First/Last name
- Avoid over-mailing to an email list. Don't rent/sale the data to multiple mailers. Lay out in your privacy policy on your website how often and for what purposes a user can expect future email from you.
- Use a "Friendly From" name that will be familiar to the user. Avoid using a "spammy" email from address.
- Avoid FROM addresses with unique identifiers; i.e., bounce-9683564@domain.com.
- Make it clear in the subject line and/or early in the body of the email what message or offer is being sent. Also see our subject line best practices for more specific tips.
- Know the end user. Every interaction with someone on your email list tells something about the user; track it all and deliver relevant content. Use results of past email campaigns when possible to determine future efforts. **BillboardEmail** provides a suite of email analytics that provides a window into your email list for this purpose.
- Never use 100% picture-based campaigns. Always close to a 50/50 blend of images and text and a plain text version of the email body.
- Have a delivery strategy for each email campaign sent. Know when to deliver, how often, frequency, which domains, etc.

- A/B test as often as possible to weed out less effective email strategies.
- Never mail without putting data through a hygiene process. Learn more in our data hygiene best practices white paper.
- Don't mail to data over a year old unless it is a verified opener/clicker. Remember, with older email data, it's better to have a smaller, valid email list than a large list with a lot of bounces. Bigger isn't always better.
- Avoid data 6-12 months old when possible unless an opener/clicker.
- Confirm opt-in confirmation when possible. A good way to do this is sending out a verification email for users to confirm opt-in. This may decrease the size of the database, but lowers risk. Less=more in email.
- Play by the rules of ISP's and email filtering companies.
- Only use creative that is designed FOR email. Creative designed for emails have specific design requirements that other types of creative don't have to adhere to. Learn more with our HTML Creative Best Practices white paper.
- Stay CAN-SPAM compliant. Process unsubscribed users immediately.
- Keep emails short and to the point.

