

Don't Be An *eDiot* About *eMails!*

A guide to the CAN-SPAM Act
& best email practices.

By Chain Store Guide



CAN-SPAM ACT



The CAN-SPAM Act of 2003 and later revised in 2008, is the essential “do not do this” list of email marketing practices. It was designed to prevent fraud and abuse through the electronic mailing medium.

Though its main target is preventing unsolicited junk mail to consumers, it has had a profound, and often confusing, effect on legitimate B2B marketing.

What emails can and can't be sent by businesses? Who can receive emails? And what are the rules so that we don't get fined?

RELAX!

As leaders in the marketing industry and a supplier of high quality email sales leads, Chain Store Guide is here to assist!



CAN-SPAM ACT

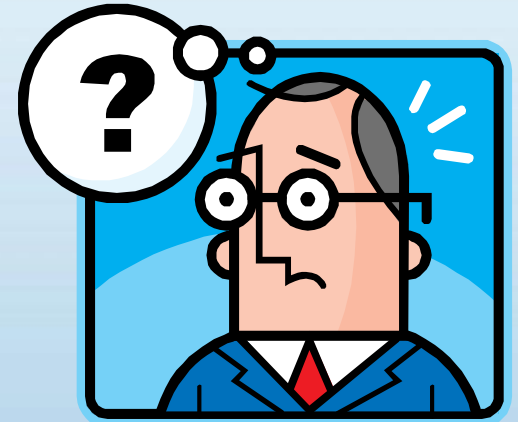
Who can get emails?

We get this question often. With as many threats of lawsuits and fines, there's good cause for concern.

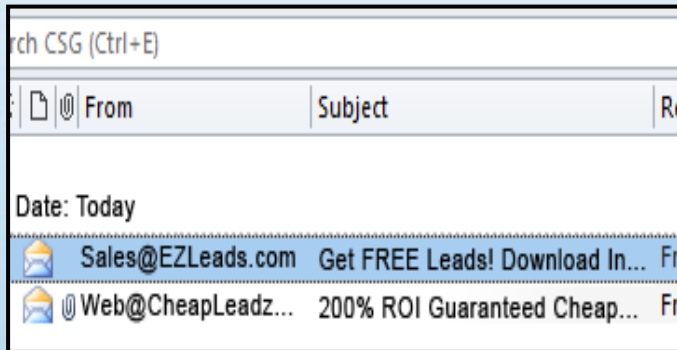
However, no need to worry, because in the U.S, companies are free to send properly formatted promotional email communications to commercial business to business (B2B).

Essentially, everyone is "fair game" unless they "opt-out".
Bottom line, you do not need to worry about having to "opt-in" before sending a B2B email.

Tip: Remember, never send any email to anyone that opts-out!



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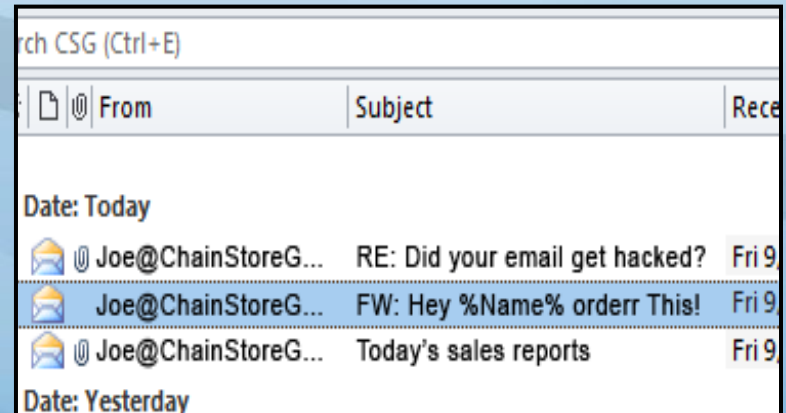
Subject Lines

This is the first thing your customers see when receiving your email. Your goal is to increase your email engagement with creative or exciting copy in the subject.

However... You can not use misleading or deceptive subject lines. Meaning no *bait & switch* tactics like "Offer Inside" (with no actual offer inside) emails.

Header Information

Most will not need to worry about this, however under no circumstance should any email ever have its header information (*to/from/reply to/etc*) be falsified or altered in a deceptive or fraudulent manner. Such as using a false company name/email, a coworker of the recipient's email address, or even the person's address you're sending to as the reply or from addresses.



TIP: Providing false code in the header itself can lead to serious repercussions.



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Email Body & Contents

There are 3 basic elements required by the CAN-SPAM Act sec(5) pertaining to the body of the message.

- An email message must use clear and conspicuous language or some kind of identification to show that it is a commercial advertisement or solicitation.
- An Opt-Out option must always be included and presented in a clear manner.
(Do Not Hide It)
- Must include a valid business address.
(Your business address)



TIP: You can not send any adult or illicit materials either.



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The Rules For Opt-Outs

- Must have a method to Opt-Out or Unsubscribe.
- Must be clear and easy to find.
- Recipient can NOT be required to pay a fee to be opted-out. *(Some subscription services used to do this tactic which is now illegal.)*
- Recipient can NOT be required to give any other information other than the email address.
- Must be no more steps than sending an email reply or taken to a single webpage form.
- You have 10 days to comply after notification.
- You can **NEVER** ever send them another email!
(With the exception of "transactional emails" such as receipts or replies to questions.)

The Opt-Out

This might be one of the biggest issues with email compliance. Every email MUST have an "opt-out".

Opt-Outs Can be managed in a number of ways; through a reply link or via an email management service for example.

Most companies not using bulk emailer platforms *(ie. Silverpop)*, the simplest solution is to include a link at the bottom of the page with a note stating the opt-out process. For instance, "If you would like to stop receiving commercial emails from our company, please click the following link to [Opt-Out](#) or reply with OPT-OUT in the subject".

A simple opt-out link can be made with programs such as Outlook, where you can "Insert" a Hyperlink, select E-mail Address, then make the return address your own, text to display "Opt-Out", and Subject "Opt-Out".

TIP: Keep an eye on your emails for this notification!



Best Practices

Some general guidelines to help conform to spam filters:

- Never send to more than ONE email address at a time. As in, only one address in the “To:” field.
(Unless using a bulk email provider like Silverpop.)
- Avoid using spammy words and phrases anywhere in your email, including subject line, such as: “FREE”, “A Deal Of A Lifetime”, or “Buy Now And Save Big”.
- AVOID USING ALL CAPS
- Try to avoid excessive exclamation points!!!!!!!!!!
(Or too many special characters in general.)
- Use clean HTML coding. Either use a good WYSIWYG editor (*ie. Dreamweaver*) or code it by hand. Copy/Pasting from programs like MS Word or using poor editors often leave lots of clutter in the code, making your message stand out to spam filters. *(see example)*

```
Clean Email HTML - Notepad
File Edit Format View Help
<html>
  <body>
    <p>Hello,</p>
    <p>would you like to learn about
our fine products?</p>
  </body>
</html>
```

```
Messy Email HTML - Notepad
File Edit Format View Help
right:0in;mso-para-margin-
bottom:10.0pt;mso-para-margin-
left:0in;line-height:115%;mso-
pagination:widow-orphan;font-
size:11.0pt;font-
family:"Calibri","sans-serif";mso-
ascii-font-family:Calibri;mso-
ascii-theme-font:minor-latin;mso-
hansi-font-family:Calibri;mso-
hansi-theme-font:minor-latin;mso-
bidi-font-family:"Times New
Roman";mso-bidi-theme-font:minor-
bidi;}
    </style>
    <![endif]-->
    <p class="MsoNormal">Hello,<span
style="color: rgb(255, 255,
255);"></p><br />
    <p
class="MsoNormal"><span></span>would
you like to learn about<b></b> our
fine products?</p> <a
href="http://chainstoreguide.com"></
a></p>
  </body>
</html>
```



Chain Store Guide

Now that you are an eNlightened eMailer, you will need good quality email addresses to receive your properly formatted emails.

Our online **Sales Leads Databases** cover a variety of industries, ranging from *chain* retail to restaurants with over **76,000** personnel. We continuously verify our contacts through an in-house call center and update all databases daily.

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<http://Newsroom.ChainStoreGuide.com>

