

## **List Acquisition**

**Do** Ask for permission before adding subscribers to your list.

**Do** Build your own lists and collect data at every customer touch-point, both online and offline.

**Do** Keep the opt-in process quick and simple – only collect the profiling attributes that are most important to your business.

**Do** Let your subscribers know you won't sell their information to a third party – post your privacy policy online.

**Do** Allow visitors to opt-in to your email lists from every page of your web site, not just your home page.

**Do** Provide sample emails so your subscribers know what to expect and the benefits they'll receive.

**Do** Offer subscribers choices – such as text only or HTML versions of your message or allow them to choose their own frequency.

**Do** Confirm the email addresses of new subscribers by sending a welcome message or using the double opt-in subscription method.

**Do** Include a coupon or special incentive in your welcome message as these messages have the highest open and click-through rates.

**Do** Be sure the welcome message has the right branding in place and that it contains a link to your privacy policy, an unsubscribe link, and other CAN-SPAM requirements.

**Do** Ask new subscribers to add you to their list of safe senders on the sign-up thank you page.

**Do** Make the subscription process memorable so subscribers remember signing up for your emails.

**Do** Remove invalid email addresses from your lists immediately.

**Do** If renting a list, de-dupe the list by running it against your in-house list and remove any subscribers who have previously opted-out of your mailings.

**Don't** Purchase lists – unsolicited messages have the highest complaint rates and could ruin your reputations.

**Don't** Pre-check the opt-in box to add subscribers to your list automatically.

**Do** Track the source of your new subscribers so you know where they are coming from and how they are hearing about your business.

**Caution** Use sweepstakes, contest, or free offers to build your list as some recipients will only be interested in the offer, not in receiving messages from your company on an on-going basis.

**Do** If using a sweepstakes to capture subscribers, include an unchecked check box participants can select to join your lists.

**Do** Focus on the quality of your subscribers, not the quantity.

**Do** Understand the value of each email address.

**Do** Encourage your subscribers to send your emails to their friends using a Forward-to-a-Friend (FTAF) link in all of your messages.

**Don't** Automatically add the FTAF recipients to your lists – instead, include an easy way to subscribe to your email lists in the forwarded versions of the email.