



beyond the blast.

The Nuts-n-Bolts of Email Marketing

CAN-SPAM Compliance

CAN-SPAM is a set of defined laws and regulations that must be closely followed for any emails used by businesses and communities to protect consumers, ensure positive email reputations and avoid penalties or worse from the government.

In a nutshell, CAN-SPAM outlines the following requirements:

1. No false or misleading information

Your "From" and "Reply To" as well as any other areas including routing info must be accurate and include an email address and business name.

2. No deceptive subject lines

You must be accurate when you describe the content of the email.

3. Identify the message as an ad

Typically the email service provider helps in this effort. You must disclose that your message is an advertisement.

4. Disclose your location

All messages must include a valid physical postal address.

5. Tell recipients how they can opt-out from future mailings

This must be present in EVERY message.

6. Opt-outs are removed within 30 days

Best practice is to work with an email service provider that removes opt-outs immediately or within 10 days. Unless an individual chooses to re-opt in on their own, they are not to be messaged to again. You cannot require the prospect to provide insights into why they choose to opt-out as a part of this process. (But you can ask, to gain insights for improving your program!)

7. Opt-in must be clear

You must clearly state wherever you are capturing opt-ins that by providing information people are signing up to receive regular, promotional emails to their inbox.

Need to know more?

<http://business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business>