

Don't Be Spammy: Email Best Practices

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Practicalities

Always use an ESP (Email Service Provider) to send commercial or transactional email.

Three options with customizable solutions are:

- Mail Chimp
- Reach Mail
- Constant Contact

Messaging

Make sure every email has a strong CTA (Call to Action)

- Adopt these adorable pets!
- Donate today!
- Volunteer with us!

Engagement

Engaging Email Has:

- Strong Images
- Mobile optimization (Email looks good and performs on every device)
- Clear CTA Buttons
- Links to your social media pages

CAN-SPAM

Become familiar with CAN-SPAM law!

Every email you send must, at a minimum:

- Have an easy-to-find unsubscribe link
- Include your company's address in the footer
- Accurately identify your company in the "From" and "Reply-To"

Do not sell or transfer email addresses to an external list

Honor unsubscribe requests within 10 business days

Pro Tips

- Send email regularly (weekly/bi-weekly/monthly)
- Collect emails at events, during adoptions, or wherever and whenever you come into contact with people you may want to re-engage with
- Always test subject lines
- Review every email before sending to avoid embarrassing mistakes
- Avoid Spam Folder trigger words (Free/\$/Sale/Urgent) or any subject line in all caps
- Get familiar with the big three email metrics: Open Rate, Click Rate, Unsubscribe Rate