


Get permission to email your contacts

Sending to a permission-based email list is an email marketing best practice, and it's also required by certain laws.





Pople don't want to receive emails they didn't sign up for, so it's important for you to get and retain a contact's permission to email them. This guide will help you collect quality contacts, obtain the proper permission to email them, and keep them engaged and aware that they signed up to receive your communications.

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1 Collect email addresses the right way

When adding new contacts to your email list, be sure that you have [implied or express consent](#), or permission, to email them. We recommend obtaining express consent when possible.

Find your template
Each template is fully customizable, easy to edit, and mobile responsive.

Q consent X

All templates Layout templates

Results for consent

We want to stay in touch – action needed

We really appreciate your business and value you as an email subscriber. We send our emails to you to keep you "in the know" about what we are doing, and to give you the latest information and updates about our services and products that may be of interest to you. We want to stay in touch, and hope that you do too.

To continue receiving our emails, simply click on the link below. We may send you a reminder if we do not hear from you.

Sincerely,
[INSERT NAME HERE]
[INSERT POSITION HERE]
[INSERT COMPANY HERE]

[Yes, continue sending me emails](#)

You can withdraw your permission to receive our emails at any time by using the unsubscribe link found at the bottom of every email you receive from us.

GDPR Consent Confirmation ...

Implied permission would be if you have an existing business relationship with a contact, such as if that person has made a purchase from or donation to your organization in the last two years.

Express permission is a little more rigid and is only obtained when you explicitly ask your contacts for permission to email them, and they agree.

The good news — when you collect new contacts through one of our [sign-up tools](#), you ensure that you're receiving and documenting express consent!



You can obtain express consent from existing contacts by [using the "Consent Confirmation" email template](#). Simply search for "consent" when choosing a template, customize the email, and send it to your contacts.

2 Never buy or rent email lists

People want to receive email that they signed up for — not emails from companies they've never heard of. Constant Contact does not permit [the use of bought or rented email lists](#).

Just as purchased lists can hurt YOUR sending reputation, they hurt ours, too. Most purchased lists will get your account flagged by our Account Review team, and you'll be asked to remove the list from your account immediately.

Be sure to read our [Anti-Spam Policy](#) and understand why it's important for a good sending reputation and future with email marketing.

Constant Contact® Anti-Spam Policy

At Constant Contact, we take Spam seriously.

Many people today are unaware that there is a cost associated with sending unwanted or unsolicited email. For small businesses and non-profit organizations the principal costs are poor reputation and lost revenue. For customers and prospects of small businesses and non-profit organizations, receiving unwanted or unsolicited email is not only frustrating and time consuming; it can also provoke negative reactions towards those who send it. Let's face it, who wants to patronize a business or make a donation to an organization that doesn't consider your preferences or respects your time.

Likewise, there is a cost to processing and filtering unwanted and unsolicited email. This cost is placed squarely on the shoulders of the internet service providers (ISPs) and mail administrators that filter 'spam' from their users. With over 85% of all email traffic today considered "Spam" sent from individuals with malicious intent, there's no wonder why ISPs condemn the sending of unsolicited email and employ complex filtering to protect their customers from it.

3 Be straightforward with subscribers

When asking contacts to join your mailing list, be straightforward with the type of content they'll receive and, more importantly, how often they'll be hearing from you.

[Customize your sign-up form](#)

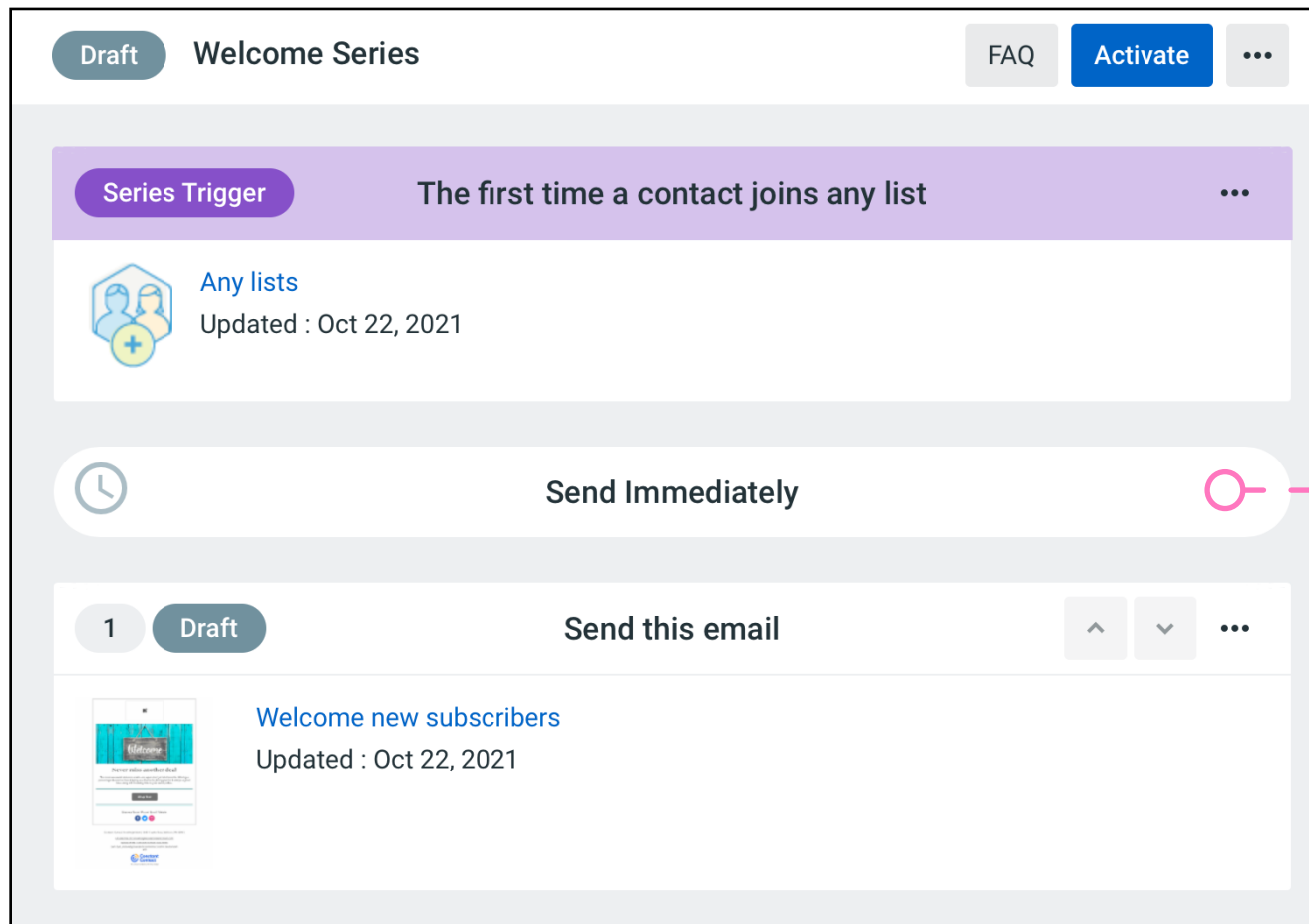
to include a brief description of email frequency, content, and a small incentive to help encourage sign-ups.

You should also include this info in your [Welcome Email](#). A Welcome Email helps start your new relationships on the right foot and reminds your contacts that they signed up to receive your emails.

The image shows a screenshot of a Constant Contact sign-up form editor. The editor interface includes a title bar with 'Pop-up Form', an 'Inactive' status, and 'Save', 'Exit', and 'Publish' buttons. Below the title bar is a 'Description' field with a back arrow icon. The description text reads: 'When you join our mailing list, you'll receive weekly emails with the latest studio news and special offers and coupons!'. A pink dashed line with circles at both ends highlights this text. Below the description field is a 'Text Color' selector with a black square. To the right of the editor is a live preview of the sign-up form. The preview has a teal header 'Stay in the Know!' and a close button. The main text says: 'When you join our mailing list, you'll receive emails once a month with the latest news about our studio and special offers and coupons!'. Below this is a required email field labeled '* Email', followed by a 'First Name' field. At the bottom of the preview is a teal 'Sign Up!' button and a 'Constant Contact' logo.

4 Don't overwhelm your contacts

Think carefully about how often you communicate with your contacts. No one wants to receive multiple emails a day from the same person or business. Put together a sending plan and share that plan with your contacts. In fact, by making your contacts aware of what you're going to be sending, it could help keep them on your list longer.



For example, it's okay to let your contacts know that you'll be sending one email a week with information about your business, coupons, or upcoming sales.

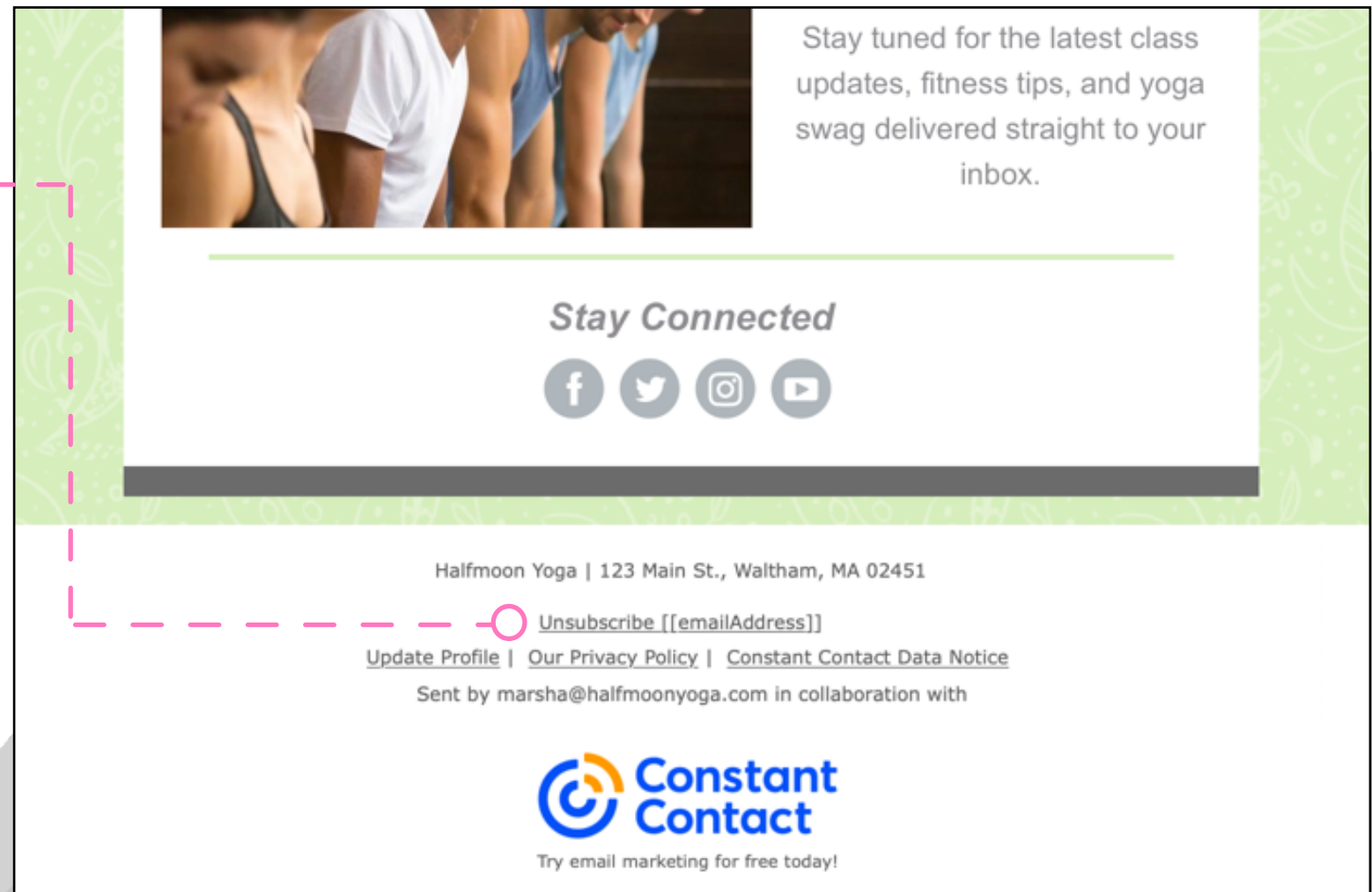
Consider [setting up automated communications](#) that send to your contacts based on a specific activity or trigger and on a schedule that you set, saving you time and ensuring your contacts don't receive too many emails from you.

5 Be open about unsubscribing

Contacts will come and go. No one wants their contacts to unsubscribe, but it's important to make sure they know that they can at any time. Making contacts aware that it's an option helps you build a better long-term relationship with them.

In every email you send with Constant Contact, the option to unsubscribe is always displayed in the footer. ○

Additionally, you can [give your contacts the opportunity to explain why they're unsubscribing](#). Their feedback gives you valuable insight into what you might need to change with your marketing strategy.



More resources

A permission-based contact list is one of the most important ways to boost your marketing efforts! Check out these additional resources for more help with getting and retaining permission to email your contacts.

Articles

- [Constant Contact's email permission policy](#)
- [Enable Confirm Opt-In for new sign-ups](#)
- [Send a Reconfirm Opt-in email to existing contacts](#)
- [Enable advanced email permissions](#)
- [Implied permission collection methods](#)
- [Import a list of unsubscribed contacts from another provider](#)

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