

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.



Here's what we'll go over:

People 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.

Collect email addresses the right way	3
Never buy or rent email lists	4
Be straightforward with subscribers	5
Send the right amount of emails	6
Allow contacts to unsubscribe	7

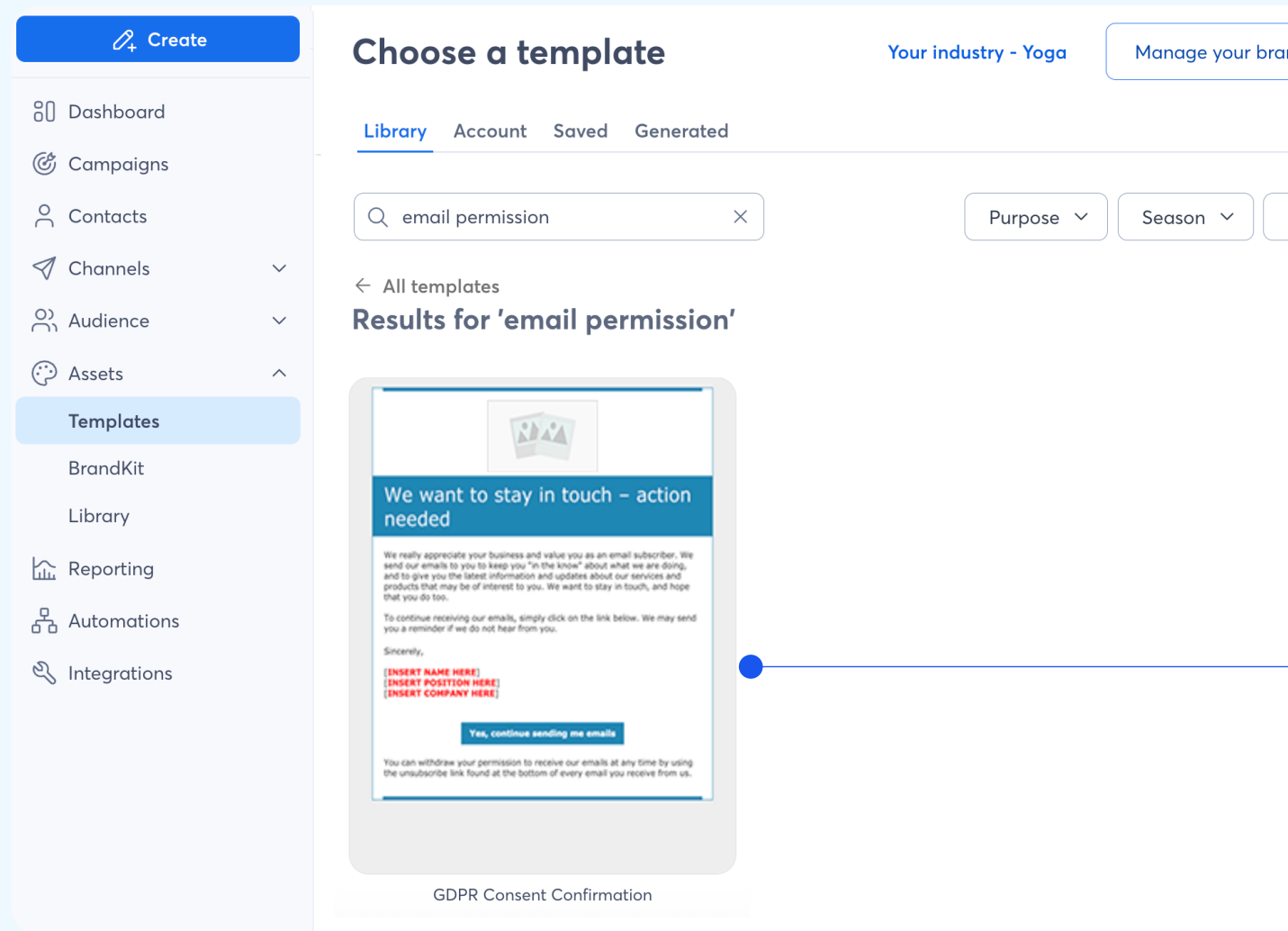
Collect email addresses the right way

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.

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 only obtained when you explicitly ask your contacts for permission to email them, and they agree.

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



The screenshot displays a user interface for selecting email templates. On the left is a sidebar with a 'Create' button and a list of navigation items: Dashboard, Campaigns, Contacts, Channels, Audience, Assets, Templates (highlighted), BrandKit, Library, Reporting, Automations, and Integrations. The main area is titled 'Choose a template' and includes a search bar with 'email permission' entered. Below the search bar, it shows 'All templates' and 'Results for 'email permission''. A preview of a template titled 'We want to stay in touch - action needed' is shown, which includes a message about staying in touch, a 'Yes, continue sending me emails' button, and a 'GDPR Consent Confirmation' label at the bottom. The interface also shows filters for 'Purpose' and 'Season'.



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!



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 Guidelines

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.

With email marketing it's all about the recipients. Remember, it's the ISPs and recipients that control the email-marketing channel. Unlike many other marketing channels, recipients can easily react to email they don't want. It's as easy as hitting the "Spam" or "Junk" button, or forwarding the email to a third party blocklist. The result? If enough recipients report the mail they receive from a specific sender as unwanted or unsolicited, both the sender and Constant Contact may be blocked from delivering mail in the future.



Be straight-forward 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.

Sign-up Landing Page

SavedUndoRedoPreviewContinue

BuildImagesDesign

Blocks

TextImageButton

DividerSpacerSocial share

Social followVideoRead more

Data table

Layouts

HeadingSection heading

1. Sign up2. Thank you

Half MoonYOGA STUDIO

Stay in the know!

When you sign up for our mailing list, you'll receive weekly emails with the latest studio news, special offers, and coupons!

* Email

First name

Last name

By submitting this form, you are consenting to receive marketing emails from [[account.organizationName]]. You can revoke your consent to receive emails at any time by using the Safe Unsubscribe® link, found at the bottom of every email.

Sign Up



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 an automated path that sends to your contacts based on a specific trigger and on a schedule that you set, saving you time and ensuring your contacts don't receive too many emails from you.

Select a template

Contact activity

Welcome Nurture Series

Build brand relationships

Grow your SMS list

Invite contacts to join your SMS list

Added to specific list

Message new list members

Welcome: SMS

Email and SMS

Welcome: Basic

Nurture new subscribers

Welcome Nurture Series

Build brand relationships

An email drip campaign designed to guide contacts through valuable content, fostering engagement and building a relationship with your brand.

TEMPLATE PREVIEW

Trigger

Someone submits a form

Send an email

Send email: Email 1

Time delay

Wait 3 days

Back

Create path



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.



We can't wait to see you in the studio!

Stay tuned for the latest class updates, fitness tips, and yoga swag delivered straight to your inbox.

Stay connected



Half Moon Yoga Studio | 123 Main St. | Waltham, MA 02451 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!



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.

For even more how-to articles, video tutorials, and guides, visit our [Knowledge Base](#).

Was this guide helpful?

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](#)