

# 8 Do's

## To Gain Prospect's Permission and Maintain It

White Paper



Trust is the most important thing in email marketing and it takes a good amount of time and persistence to build it. Seeking permission from your prospect is the first step towards building that trust. However, you cannot go and ask for it in a vague, suspicious way. Secondly, ISPs are getting strict about the Spam emails and abstain emails to enter Inbox if they have slightest doubt about it. This whitepaper throws at you 8 effective habits to gain permission from your target prospects and add real value to the pipeline.

# Introduction

In today's email marketing, customers waste no time thinking about clicking on 'Report Spam' or worst, 'Unsubscribe', if they find your email messages boring, intruding, or not useful. Of course, not all the emails you send to your target audience passes the spam filter. Some are victims of 'False Positive' as well. No wonder marketers are finding a way to get around this situation. However, you cannot ignore the fact that if you are strictly following the do's and don'ts of gaining permission, you can easily reach your target's inbox. This whitepaper gives you eight genuine do's to gain that permission and uphold its value.

Your email is not the only one in your prospect's Inbox. To get your prospect's attention you have to make it stand out in the clutter. With every email you send, Do Not forget to mention why they are receiving this email from you. This clarity in your email will build trust and credibility with the recipients. They will value it more and will be more keen to open your emails. You also should clearly mention the periodicity of your emails in the welcome mail. That is, if it is weekly, monthly, every 15 days, etc.

## Second is Provide Options

When you send 'Welcome' emails to your prospects and request for permission, do ask for some other details like - Their areas of interest, in which way they would like to be contacted, is there any specific thing they

are looking for in your emails, etc. The more options you provide them, better will be your email campaign response.

As mentioned earlier, your email doesn't stand alone in your recipient's Inbox. It thus becomes important to provide your identity in the 'From address'. Mention your name and your company's name. Also provide the logo of your company. A research on people's email behavior suggests people recall many brands by their logos. In fact, there are people who are so fond of (or dislike) some logos that they love (or hate) to receive their emails and also visit (or never) their respective websites.

## Fourth is Privacy Policy

Privacy Policy has a very important role in gaining trust and earning permission from the email recipients. Always, provide the link of your Privacy Policy page on your website in the emails you send. Even if all the recipients don't click and visit that page, the link itself gives the impression that you abide by laws and your brand is a genuine one.

## Fifth is room for Suggestions

Your email communication should never be a one-sided affair. Invite the recipients to take part in surveys, feedbacks and suggestions. Ask them questions and request for answers and vice versa. Also ask what exactly they look for when they receive your email. Try to improve on lines suggested by them. Trade experts also suggest that even if you get some (or may be plenty) of negative feedback, accept them and improve your future campaigns.

## Sixth is Avoid Overdose

As mentioned earlier, always be clear about how frequently you are going to send emails to them. An overdose of emails can cause great harm to your reputation. You should respect your prospects for showing interest in your emails. However, permissions don't give you the right to intrusive behavior. In no way or circumstance should you assume that an enticing offer send to the same client, sent for more than 3-5 times is going to change their mind. They surely will unsubscribe or report spam. Think carefully. Prepare a schedule for the day, making it clear to yourself how many emails, and when you are going to send them. It is best to segment your list based on age, interest, and other categories, and then send emails accordingly in proper intervals.

## Seventh is Freshness

With people changing ISPs, email addresses and house addresses too frequently, any list can get stale in 45-60 days. The email addresses that were once bringing in good response suddenly become dead. To avoid this you can provide options like 'Alternate email address', update your information details, etc. Also request for their preferences and interests. Request the email recipients to inform about the contact changes (if any). Thus your communication will not come to a halt. This will also make them believe that you really value their response and do not want to loose them. Another aspect is unsubscribe. Keep cropping those contacts who have not responded to any of your emails for 5 consecutive times. Also remove those contacts who have requested for 'Unsubscribe.' CAN-SPAM Act, 2003 also mentions that any unsubscribe request should

be immediately entertained and names should be removed within 10 business days.

Last but not least is respect. People who have shown interest in your services and opted in for your email messages, may go into the unsubscribe category in the future. It depends completely upon you to impress them enough to become your long-term customers. Avoid email blast, say No to spam, show respect towards the interest and preferences they have provided in their optin response, and send emails accordingly.

Simple, yet useful tips work for gaining and maintaining permission from prospects. Remember that accurate data can be an overpromise given that bigdata apps started only in 2003. Claims of ready lists and thousands of contacts at low prices can be false.

Some lists are nothing but an invitation to get blacklisted and ruin your brand image. Prospect permission, preferably re-verified, is a primary requirement. Full proof procurement of market data is a pioneer's trademark. The earliest competitors in the business are getting better, and **permission-based data acquisition** is a criterion never abandoned. Besides, it is a CAN-SPAM measure too. Remember to select such providers for maintaining long-term customer relations.

# About Monster Mailing Lists

Monster Mailing Lists is a leading database marketing organization, which assists other organizations with targeted marketing lists for new business acquisition and retention. Our patented list management and list building strategies deliver significant growth in customer acquisition for businesses worldwide. Since 1999, we have understood, managed and delivered niche market information for high performance database marketing.

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