

Wickford Web Works
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Wickford Web Works

Email Marketing Service



The Email Marketing Service

The Purpose

Why Email Marketing

Email marketing is one of the most powerful marketing tools available today. It is easy, affordable, direct, actionable and highly effective. When you add email to your marketing mix you can communicate more quickly to your customers and follow up direct mail or print advertising marketing vehicles, which means your time-sensitive information is disseminated in minutes - and you can see the results of your efforts instantly.

Email marketing is a great alternative or addition to other *online* marketing efforts, such as banner ads and keyword advertising, which serve to generate traffic to your web site where you advertise services, generate leads, and maybe sell products online.

Email marketing is most effective when used in communications to your existing customer list as a means of customer retention. Your communications can include newsletters, preferred customer promotions, sale notifications, new service announcements, event invitations, greetings and much, much more.

Informative emails that educate make your customers much more valuable because they are more likely to buy when they can make an informed decision. Why force customers to look elsewhere for the important information they need? Your educational emails can gently lead a customer through the sales process, provide important data and drive the customer to your website for more details and/or a purchase.

When you inform and educate customers, they begin to perceive you as capable of addressing their needs. Even better, they may look to you as an expert. This develops trust, opens the door to two-way communication and allows them to share their needs with you.

Using the information you gain from your customers, you will be able to better serve their ongoing needs, hone your unique selling proposition and slowly close the door on your competitors. In the process, you may discover hidden sales opportunities that you may not be addressing.

Features

The Wickford Web Works Email Marketing Service includes the following features:

Email List Management

- Add a subscriber form to your web site to automatically allow an individual to add or remove themselves from the list. Note: CAN-SPAM Act says you must remove an address from a list within 10 days of the request.
- Allows for double opt-in, the gold standard for permission-based marketing.
- Send different messages to people with different interests by organizing subscribers into categories.
- Personalize messages using custom fields with personalized information. A few examples include:
 - First and/or Last name in the Greeting (ex. Dear Mary)
 - Allow subscribers to select their preferred email format, text or html.
- Manage bounces without having to receive the bounced messages in your inbox. Identify non-existent addresses, addresses that "blocked" the message and addresses that were undeliverable to reasons like "mailbox full", vacation/auto responder turned on, and other reasons not able to be determined.

Email Formatting

- Email messages are designed within a technological framework that has been tested to ensure proper formatting so that everyone sees the email the same way, no matter what email reader/environment they are seeing it in. This includes html and text formats for many email environments as well as email environments that eliminate images.

Email Sending

- Emails are automatically formatted in both HTML and text and delivered in a multi-part format so that your recipient will see the right format every time.
- Your email campaign can be scheduled to be sent within the next hour or for a future date and time. Schedule multiple campaigns as follow ups to an event or special sale, for example.

Email Campaign Reports

Track your email campaigns with the following reports:

- How many emails were sent and delivered?
- What percentage of your subscribers opened each email?
- Which links generated the most click-throughs?
- Who opened and clicked through each email?



Why Outsource Your Email Marketing

If you're like most business people embarking on the wonderful world of email marketing you'll first wonder, hey, I can put multiple addresses in this "to" field and hit "send". There! I'm email marketing!

Well, that is fine when your list is small, maybe 50-150 addresses or so and you don't anticipate much growth. But what if your list has 500 or 5000 addresses on it? It is important that your ISP you are sending the message through allows "bulk email" to be sent (many produce errors upon sending and fail to deliver messages as your list increases, or may require you to complete a form and be approved for sending bulk email), and just as important, that the email servers receiving the message are not blocking the email server you are sending from (e.g. blacklisted).

The following describes aspects of email marketing that make it more complex of an undertaking than it seems on the surface. Having a partner in email marketing and a technical service to send reliably readable emails with high deliverability just may be crucial to the success of your effort.

- **Relationships With Internet Service Providers (ISPs)**

The most important reason to outsource your email marketing is that many email programs, like MS Outlook or web based environments like Yahoo have filters that identify "bulk email", thereby limiting the number of emails you can send at one time. Most Internet Service Providers (ISPs), like "Cox, Comcast, Conversent, Verizon, etc." guard against sending many emails at once, often referred to as "bulk mailing" because of the proliferation of SPAM. Most "bulk mail" today is SPAM. Furthermore, ISPs and corporate email servers block "bulk mail" on the receiving end as well because most "bulk mail" today is SPAM.

There are legitimate email service providers today that make it easy to outsource your email marketing. These companies are able to send and receive mail in bulk more reliably than can be done through your ISP or corporate email server because they maintain strong permission policies and technical protocols. Thus they actively maintain and develop relationships with ISPs to ensure a "whitelisted" status, meaning your emails will get through most ISPs on the receiving end of emails.

- **Knowledge of Professional Practice and Can-Spam Act**

- It is important to follow professional emailing practices such as not exposing your entire list of email addresses in the "to" field, which violates all your list members confidentiality by exposing their email addresses to everyone who receives the email.
- Failure to include unsubscribe instructions, an unsubscribe link or a physical mailing address is now against the law.
- By law a request to unsubscribe must be fulfilled within 10 days. A legitimate outsourced service automates this, resulting in an immediate unsubscribe, saving you time and money with this feature alone.
- By law you must include a physical street address of your business in the email.

- **Technically Capable of Formatting & Sending Emails**
 - Email marketing services generally send email in “multi-part” format. This allows the recipient’s email program or environment to display the email in either HTML or text if the environment is technically not able or configured to display HTML. If you send HTML from a standard program, like MS Outlook and the recipient’s email reader can only read “text” they will get gibberish that they can’t read.
 - The size of the email message needs to be considered. An ISP or even a corporate email server may have size limitations on email messages and block or filter them from being sent or received. Don’t include graphics in your HTML emails with large file sizes (note: you cannot include graphics in text emails). An outsourced email marketing service will know how to reduce or “compress” graphic images to manageable file sizes for html formatted emails.
 - While you can avoid some of the HTML formatting problems on your own, by sending “text” only messages, you miss out on higher response rates of up to 35% that come with sending HTML formatted messages.
 - Managing subscribes and unsubscribes manually may not seem like much with a small list, but a larger list requires much more attention. And now, with CAN-SPAM, not only do you have to remove people who unsubscribe, you have to do so within 10 days.

An outsourced solution’s technology will provide automation for this such as an interface to view bounced addresses, differentiate between types of bounces and a way to automatically remove the bounced addresses from the list.



Anti-Spam Policy

Wickford Web Works relies on the technological framework of Constant Contact to provide email marketing services and relies on Constant Contact's guidelines for adhering to laws governing spam and the CAN-SPAM Act of 2003 and effective January 1, 2004.

CONSTANT CONTACT® ANTI-SPAM POLICY

Constant Contact's Policy

Constant Contact has a no tolerance spam policy. Constant Contact's customer support actively monitors large import lists and emails going to a large number of subscribers. Any customer found to be using Constant Contact for spam will be immediately cut-off from use of the product. If you know of or suspect any violators, please notify us immediately at abuse@constantcontact.com.

Every email contains a mandatory unsubscribe link - those individuals who try to remove this link will be warned that they are doing so. If the link is removed or de-activated in any way, Constant Contact will terminate the customer's account.

What is Spam?

Spam is unsolicited email also known as UCE (Unsolicited Commercial Email). By sending email to only to those who have requested to receive it, you are following accepted permission-based email guidelines.

What constitutes a Preexisting business relationship?

The recipient of your email has made a purchase, requested information, responded to a questionnaire or a survey, or had offline contact with you.

What constitutes consent?

The recipient of your email has been clearly and fully notified of the collection and use of his email address and has consented prior to such collection and use. This is often called informed consent.

Isn't there a law against sending Spam?

The federal anti-spam law went into effect on January 1st, 2004 and preempts all state laws. While this new law will not stop spam, it does make most spam illegal and ultimately less attractive to spammers. The law is specific about requirements to send commercial email and empowers the federal government to enforce the law. The penalties can include a fine and/or imprisonment for up to 5 years.

How Constant Contact protects you from sending Spam?

Constant Contact is a permission-based email-marketing tool that follows the strictest permission-based philosophies:

- **Communication** - Your Constant Contact registration page already states why you are collecting the site visitor's email address, how you plan to use their address, and that you are following the embedded privacy policy.

Additionally, by accepting our license agreement you have agreed to use only permission-based lists and never to sell or rent your lists.

- **Verification** - Constant Contact automatically sends all of your new subscribers an email confirming their interest in receiving emails from you. Additionally, if your subscriber changes his or her interests or unsubscribes, Constant Contact automatically sends an email confirmation.
- **Unsubscribe** - Every email generated from Constant Contact contains an unsubscribe link which allows your subscribers to opt-out of future email campaigns and automatically updates your subscriber lists to avoid the chance of sending unwanted emails to visitors who have unsubscribed.
- **Identification** - Your email header information is correct because it is pre-set for you by Constant Contact. Your email campaign's "From" address is verified and already accurately identifies you as the sender.
- **Contact Information** - all of your emails are pre-filled with your contact information including your physical address.

How to protect yourself from Spam: Take the Spam Test

1. Are you importing a purchased list of ANY kind?
2. Are you sending to non-specific addresses such as:
 - o sales@domain.com, business@domain.com, webmaster@domain.com, info@domain.com, or other general addresses.
3. Are you sending to distribution lists or mailing lists which send indirectly to a variety of email addresses?
4. Are you mailing to anyone who has not explicitly agreed to join your mailing list?
5. Have you falsified your originating address or transmission path information?
6. Have you used a third party email address or domain name without their permission?
7. Does your email's subject line contain false or misleading information?
8. Does your email fail to provide a working link to unsubscribe?
9. Are you failing to process any unsubscribe requests that come to you via a reply to your email within 10 days of the request?

If you have answered YES to ANY of the above questions you will likely be labeled a SPAMMER. For more information visit The Coalition Against Unsolicited Email (www.cauce.org).