



**FOCUS ON WEB & MULTICHANNEL MARKETING**

# BEST PRACTICES IN E-MAIL MARKETING

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## EXECUTIVE SUMMARY

### **OVER THE PAST FEW YEARS, E-MAIL MARKETING HAS DEVELOPED RAPIDLY DUE TO STRONG BUDGETS AND PROVEN SUCCESS.**

However, given the existing state of the economy, marketing budgets are being slashed and it is important that resources are being properly allocated to the activities that are yielding the highest return on investment (ROI). E-mail has become a powerful and high ROI marketing tool that may be used to instantly deliver value to the customer. In fact, a 2008 Direct Marketing Association study found that e-mail's ROI in 2008 was \$45.06 for every dollar spent (Anuskiewicz, 2009).

A down economy means more e-mail, and current marketers have turned heavily to it. The figure below displays marketers' promising attitude towards e-mail through a survey performed by Marketing Sherpa in September 2008. Among business-to-business (B2B) marketers there is a strong optimism toward house lists, as 60% are planning increases in this area of their budget. Possibly more interesting is the fact that 29% of B2B marketers are increasing spending on rented lists, which reverses the trend of recent years (Tornquist, 2009).

Organizations that utilize e-mail successfully throughout the current period of economic struggle will be those that properly and responsibly manage their campaigns. A responsibility held by all e-mail marketers is to comply with the rules and regulations associated with e-mail, such as the CAN-SPAM act of 2003 (see

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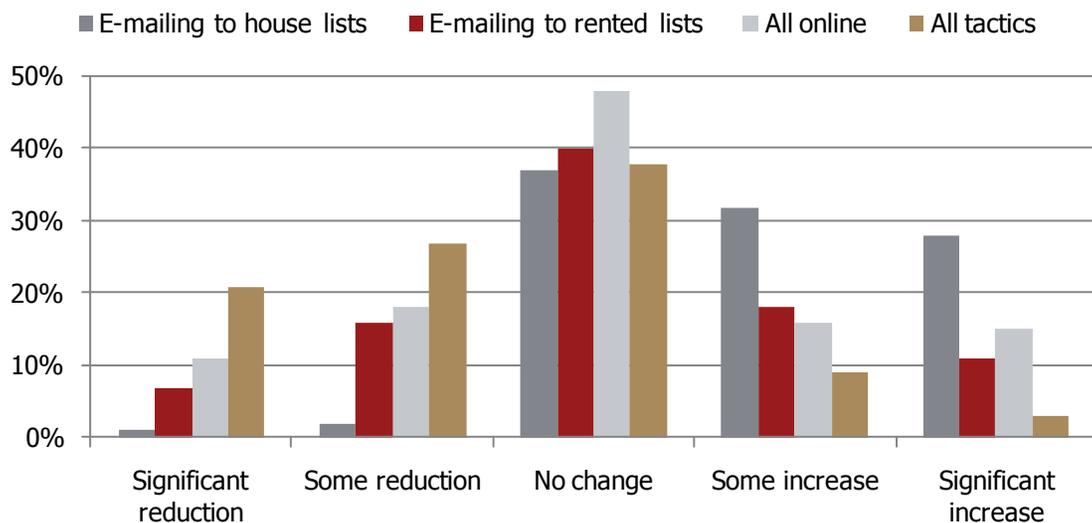
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below for details). The Federal Trade Commission (FTC) recently updated the act in July 2008 and presented new rules as well as clarified existing rules. It is critical that companies increase their awareness of CAN-SPAM and ensure their compliance.

Combining all of the aforementioned issues, organizations need to review their policies and practices to ensure that their e-mail marketing campaigns are as efficient and finely tuned as possible. Utilizing best practices highlighted in this report will allow organizations to further work towards establishing a positive sender reputation and increasing customer loyalty and satisfaction through e-mail marketing.

This report is intended to provide e-mail marketers, marketing managers, and senior practitioners with valuable insight into the recent CAN-SPAM updates as well as provide best practices regarding legal and user experience implications.

## B2B E-MAIL BUDGETS



In a tight economy, more marketers are turning to email. A significant increase in house list spending was expected, but more interestingly is the overall planned increase in budget for third-party lists (Tornquist 2009).