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Opt-in Email Marketing Tips

Opt-in emails are not spam. In fact, they are the opposite of it even if they are transmitted to thousands of people. Spam is unsolicited commercial email or UCE, whereas opt-in email is only sent to those who have requested it or opted into the list of people to whom the email is sent. You should never send spam, but opt-in bulk email is fine.

Spam is usually precisely the same email message sent to thousands or even millions of people, whereas opt-in email messages are usually modified with your name, because you have provided it to them, and are on a theme that you are interested in, because you wanted to be sent the email.

Opt-in emails typically contain pertinent, helpful information and may also contain a discount or special offer accessible to members of the opt-in list only. For instance, if you like music, you could opt-in to a list on your favourite kind of music, then whenever a new album of that type of music is released, the company selling them would let you know and maybe offer you a discount too.

You can begin your own opt-in list by putting an opt-in form on your website. You can request as much data as you want from the subscriber, but it worth keeping it to a bare minimum. People do not sign up if they feel that you are being too interfering. It is better to just ask for a name and an email address. When the form has been filled in and returned, your software should add the details to your list and send the subscriber a confirmation email. This is called a single opt-in list.

The problem with this system is that people can subscribe other people to your list, which can lead to complaints. A way around this is the double opt-in list. The difference is that the confirmation email will ask the subscriber to confirm registration and it is only after this confirmation has been received that the data are added to your list.

The problems with this are that people forget that they signed up, change their minds, cannot be bothered or just do not receive the confirmation email because of overly aggressive spam blockers. It is important to get this confirmation email out right away.

The double opt-in list is the marketing industry standard and is the only recognized way of collecting personal data which has nothing to do with spamming. The software should automatically keep details of the IP address from which the subscriber signed up and the exact time and date. This is your evidence that you got the details lawfully.

There are businesses that will permit you to send email to their list members for a fee - the so-called rent-a-list's. They are dicey, because you do not see the list and you do not know how many they email out or to whom or if they have been read.

Another way of creating and operating a list, is to offer a reward, say, a useful report, valuable information or a coupon which can be collected in the email after the verification email. This then subscribes them to an autoresponder which sends out a series of emails at predetermined intervals. These emails can be on whatever you like, as long as it is pertinent, and go out for weeks, months or even years, with special offers and recommendations in the body text.

Here are a few guidelines, if you want to create a list:

Do not purchase a list from anyone. The list members did not subscribe to you and do not know who you are.

Promise never to sell or rent your list and keep your promise.

Use only the double opt-in process of collecting subscribers.

Do not use false headers ie, no not misinform by using a false identity or by saying something like 'Message from PayPal', just to get people to open your email.

Unsubscribe people who request it straight away.

Owen Jones, the author of this piece writes on many topics, but is at present concerned with [website marketing plans](#). If you would like to know more or check out some great offers, please go to our website at [The Best Sales And Marketing Strategy](#).

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