

# Sue Fidler

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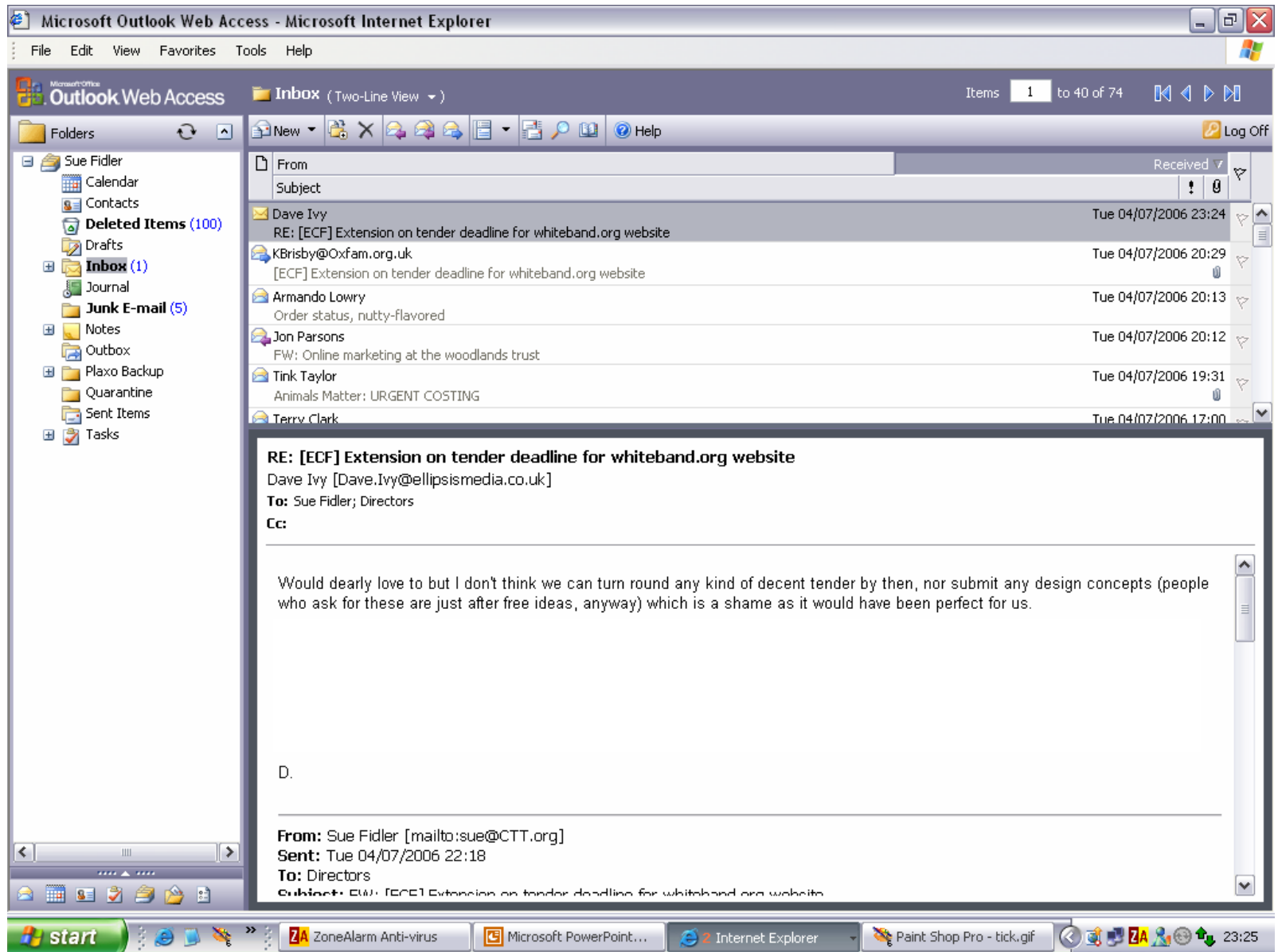
# **DELIVERY and COMPLIANCE**

# **Delivery:** The mechanism used to send and deliver bulk emails

Three methods:

- Outlook/Eudora/Lotus/other PC/pop3 based email system
- In-House bulk email broadcast software
- ASP bulk email broadcast software

Address Book	Address Management/history/export/import
Subscriptions	Subscribes and unsubscribes
Bounces	Hard (email not there) and Soft (unavailable)
2 part send	HTML and Text versions
Templates	Design, look and feel management
Reports	Open rate, Click throughs, bounces, unsubscribes
HTML	HTML email with WYSIWYG editor
SPAM	Being blocked
Bandwidth	Internet Pipe size
IT	Department



Sue Fidler

	<b>OUTLOOK</b>
Purpose	<b>X</b>
Address Book	<b>X</b>
Subscriptions	<b>X</b>
Bounces	<b>X</b>
2 part send	<b>X</b>
Templates	<b>X</b>
Reports	<b>X</b>
HTML	<b>X</b>
SPAM	<b>X</b>
Bandwidth	<b>X</b>
IT	<b>X</b>
Fit for purpose	<b>X</b>

**OUTLOOK  
IS BAD**

dotMailer - Microsoft Internet Explorer

File Edit View Favorites Tools Help

**CTTm@il**

Home Instructions FAQ's Email Client Compatibility Contact us Change Password

**Options**

- Control Panel
- Account Status
- New Campaign
- Campaign Manager
- Address Book Manager
- Reporting
- Child Accounts
- Manage Logins
- Logout

**Hints & Tips**

**Hint Number : 7**

Remember to check all your links when doing a test send.

[more tips >>](#)

## Edit Campaign

Campaign Name: Amnesty International Tem

Email From Address: AIUK@ctt.org

Email From Name: Amnesty International Tem

Email Subject: Amnesty International Tem

Reply action: Forward & Web Mail

Specify Mail Account: ☐

Forward Replies To:

Mail Host:

Mail Username:

Mail Password:

[Check login](#)

- Stylesheet
- Customise your from address
- Action Scripts
- Personalise HTML Email

[Cancel](#) [Preview](#) [Save and View Details](#) [Save this campaign](#)

Press SPACEBAR or ENTER to activate and use this control

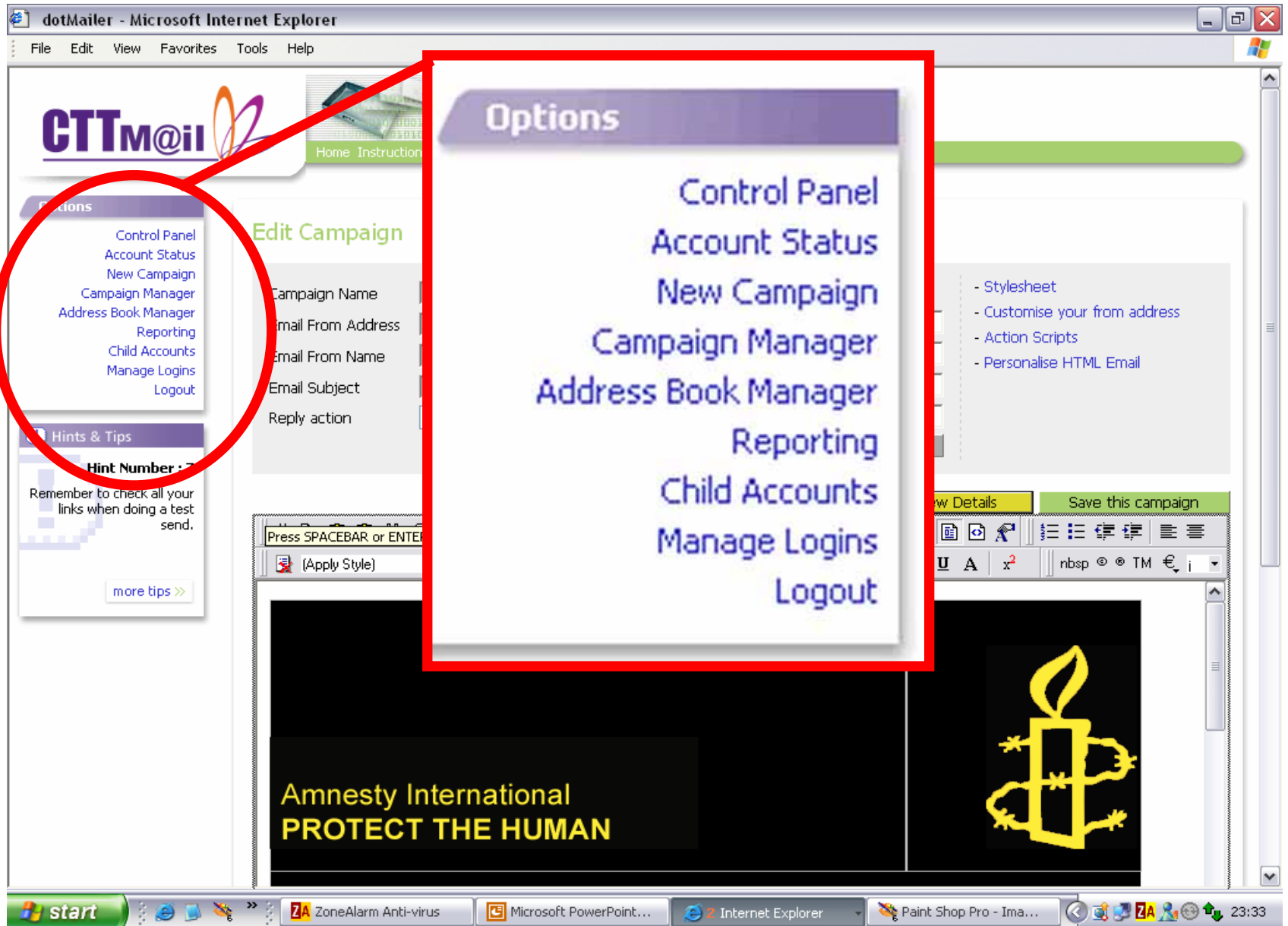
(Apply Style) Normal Times New Roman, 3 (12 pt)

Amnesty International  
**PROTECT THE HUMAN**



start ZoneAlarm Anti-virus Microsoft PowerPoint... Internet Explorer Paint Shop Pro - Ima... 23:33





	<b>OUTLOOK</b>	<b>In-House s/w</b>
Purpose	<b>X</b>	✓
Address Book	<b>X</b>	✓
Subscriptions	<b>X</b>	✓
Bounces	<b>X</b>	✓
2 part send	<b>X</b>	✓
Templates	<b>X</b>	✓
Reports	<b>X</b>	✓
HTML	<b>X</b>	✓
SPAM	<b>X</b>	<b>X</b>
Bandwidth	<b>X</b>	<b>X</b>
IT	<b>X</b>	<b>X</b>
Fit for purpose	<b>X</b>	<b>X</b>

	<b>OUTLOOK</b>	<b>In-House s/w</b>
Purpose	<b>X</b>	✓
Address Book	<b>X</b>	✓
Subscriptions	<b>X</b>	✓
Bounces	<b>X</b>	✓
2 part send	<b>X</b>	✓
Templates	<b>X</b>	✓
Reports	<b>X</b>	✓
HTML	<b>X</b>	✓
<b>SPAM</b>	<b>X</b>	<b>X</b>
<b>Bandwidth</b>	<b>X</b>	<b>X</b>
<b>IT</b>	<b>X</b>	<b>X</b>
Fit for purpose	<b>X</b>	<b>X</b>

	<b>OUTLOOK</b>	<b>In-House s/w</b>	<b>ASP s/w</b>
Purpose	<b>X</b>	✓	✓
Address Book	<b>X</b>	✓	✓
Subscriptions	<b>X</b>	✓	✓
Bounces	<b>X</b>	✓	✓
2 part send	<b>X</b>	✓	✓
Templates	<b>X</b>	✓	✓
Reports	<b>X</b>	✓	✓
HTML	<b>X</b>	✓	✓
SPAM	<b>X</b>	<b>X</b>	✓
Bandwidth	<b>X</b>	<b>X</b>	✓
IT	<b>X</b>	<b>X</b>	✓
Fit for purpose	<b>X</b>	<b>X</b>	✓

**OUTLOOK  
IS BAD**

# **Compliance: Making your email legal and acceptable**

## **Data Protection Act (DPA)**

- OPT IN
- PROOF
- UNSUBSCRIBE
- RIGHT TO SEE RECORD

# Compliance:

## Data Control

- Who can get to the data –  
What might they use it for?
- Are all copies of the address book kept up to date –  
Update the unsubscribes on all databases
- Who is sending what and when and to whom?
  - Step 1 – e-comms strategy
  - step 2 – comms strategy

# Compliance:

## SPAM

- DPA
- Know where the addresses came from
- Send from a registered email broadcast service
  - NOT YOUR IT SERVER



# Compliance:

## Accessibility

- HTML and Text version
- Web version
- Alt tags on the images
- Contrast, links underlined
- Unsubscribe and subscription management

# Compliance:

## User Friendly

- Clear layout and branding
- Regular FROM address
- Regular Subject Line
- Links all work

# Compliance:

## Frequency

- How often can you send?
  - Enews – daily, weekly, monthly
  - Viral – taster, reminder
  - Campaigns – taster, reminder, updates

# Compliance:

## Frequency

- How often can you send?

# Compliance:

## Frequency

- How often can you send?

**ASK THE AUDIENCE**

# **Compliance:**

## **Audience Choice**

- **HOW – post/phone/email/SMS**
- **WHAT – news/campaigns/fundraising**
- **WHEN – how often**

# Compliance:

## Audience Choice for email

- **Format – HTML/TEXT**
- **What – news/campaigns/fundraising**
- **When – how often**
- **Subscription Management**
- **UNSUBSCRIBE**

# **Compliance:**

**Format - HTML, TEXT or both?**

- **Audience – where and who**
- **Subject**
- **Tone – viral, cheap, anti-glossy**



# Compliance:

Format - HTML, TEXT or both?

- UK, USA, Europe, Eastern Europe etc etc  
**HTML and TEXT**
- Africa, Asia, South America  
HTML and **TEXT**

**Audience Choice**

# **Names: where do you get them?**

- **Online sign up**
- **Offer email URL on every piece of paper/poster/leaflet**
- **Offer email opt in via EVERY response mechanism; mail, web, phone**
- **Existing paper-based newsletter**
  
- **Swap names with peers**
- **Get article in press or other newsletters**
  
- **Buy lists...**

# **Names: Lists, to buy or not to buy?**

- **Very specific reason – campaign/ask**
- **Very clear target audience**
- **Very good profile**
- **What to look for and ask**
  - **Reputable owner**
  - **Clean list**
  - **DPA opt in to reselling/swapping**
  - **When last used**
  - **What they have been sent**
  - **Open rates**
  - **Click through rates**

# **Names: Lists, to buy or not to buy?**

- **Very specific reason – campaign/ask**
- **Very clear target audience**
- **Very good profile**
- **What to look for and ask**

**GET PROFESIONAL HELP**

# Alternatives?

- SMS
- Mobile content
- RSS feeds
- Alerts
- Blogs
- User forums

Depends on

- audience
- message

**AUDIENCE CHOICE**

# RECAP

- **OUTLOOK IS BAD** (ASP Email Delivery is best)
- DPA/Data control
- Accessibility and usability
- HTML AND TEXT
- **OFFER AUDIENCE CHOICE**
- Build your own lists

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