

# Killer Article #13 - The Ethics of Email

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I can be cynical, but you'll get the truth from me. Email and referral marketing campaigns, when done ethically, are NOT a scam to collect email addresses and spam them. They can be, but that is NOT how Majestic works or will ever work.

If the IP address that sends our emails gets blacklisted, every one of our 300 clients suffers. We cannot afford that which is why we are meticulous when it comes to email marketing standards. If you doubt this, please contact me directly. Also, email marketing doesn't even work unless you do it ethically!

I hope the email below assists you in making decisions about how to approach your email marketing strategy.

## EMAIL MARKETING ETHICS

There is so much hype around the concept of spam. Regardless of the "law" (which doesn't really exist yet and is impossible to enforce anyway), here are the guidelines in plain and simple English.

"If you don't know the person you are emailing, don't email them."

It really is this simple. If you have a database of clients, feel free to email them. If you have a database of cold prospects, DON'T email them. If you could call someone or you meet them at a networking function or on the street, no problem emailing them after you have their permission.

The next question is, "how often should I email them?" You can email people as often as you like, as long as you have something interesting to say. Email them every day if you like, except that your content better be very good. I believe that you should start off weekly, then taper off slower and slower over time, but it is up to you. The next two questions are:

1. What kind of content should I email; and
2. How do I handle referrals?

Right, the goal here is to come up with content that is good enough to email people as often as possible, but you must send them stuff that is interesting. You are obviously a specialist in what you do, so educate them by writing articles (like this one) or offering special insights about the industry you are in. **DO NOT HARD SELL!**

The problem is, the more often you email people, the more content you have to write and this takes time. Instead of newsletters (which are dull and boring), rather create a "journey". A journey is a string of articles that always start at the first edition. Everyone starts at the first email, then progresses along it. By the time you have created three months of content (like I have in this journey), every person that you start on the journey will have three months of pre-written content to enjoy! It works beautifully because it keeps you top of mind.

With regard to referrals, make it clear who referred them. Keep the opt-out's / unsubscribe's clear and be professional and personal in your approach. If you have emailed them twice and they still have not responded, take them off your database. You cannot ethically keep data on someone without their permission.

The golden rule: keep it natural!

If you follow these simple principles of communication ethics that we all use (or should use) in our every day lives, the whole issue of spam becomes a non-issue! That's why, out of a million emails a month, Majestic receives only one complaint once every 2-3 months!

One final point &ndash; please never, ever buy a database. The fact that it is still legal to do so proves that the law has no idea what is really going on. It is up to you to keep it real.

Good luck!

Sc.

PS. Majestic employs an international company to keep an eye on blacklists for us. Furthermore, every bulk email that goes out must be double-approved by our staff AND terms and conditions have to be accepted before each email is sent.