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BankMailer.com

Bank E-mail Marketing List Guidelines

Guidelines for permission based email marketing

Why obtain permission?

First, because sending spam is illegal; however, and more importantly, it's not an effective marketing strategy. Sending irrelevant, unsolicited email will weaken your credibility with your customers and eventually they'll stop listening altogether when they add you to their junk sender list.

Who can I send email to?

Customers who have specifically given you permission

This can be either through an opt-in form on your website, or via checkbox on a printed form, such as a loan or account application.

Customers who have expressly provided you with their business card

If someone gives you their business card and you have also explained to them that you will be in touch by email, you can contact them.

They are an active customer who has performed some sort of transaction with you in the past two years

By opening an account and providing their email address they have provided their permission implicitly (not as good as explicit permission, but still legal).

Who can I not send email to?

Rented, purchased or borrowed email lists

If these are not your customers and they did not give you explicit permission to email them, then don't.

Addresses you scraped from the Internet

If you found the addresses on the web (i.e., Facebook, LinkedIn, forums), you cannot use those email addresses.

Addresses you haven't emailed in the last 2 years

If it has been more than two years since you last emailed the customer, you need to obtain permission again.

