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Interactive Marketing



Email Marketing White Paper | Initial Permission/Repermission Campaigns



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one-to-one, and then some.[™]

Initial Permission/Repermission Campaigns

Potential Reasons for Executing an Initial Permission or Repermission Campaign

- 1) You are trying to add marketing email messages to a pre-existing mix of transactional or relationship-based email messages
- 2) You collected names through a promotion or at a conference or trade show, but failed to ask for permission to send email marketing messages going forward
- 3) You collected names through a web site or promotional site using an opt-out method or another method that made your intentions to send email marketing messages unclear
- 4) You acquired another company and want to introduce yourself and announce the transition of that company to the customer base
- 5) You have a list of permission-based email addresses that has aged without being contacted on a regular basis

Initial Permission Campaign Defined

When a marketer has a list of email address where explicit permission (opt-in) to send commercial emails to list members has not been granted, an initial permission campaign can be used obtain permission via email. Typically, an initial permission campaign is used to extend the reach of email communications from relational or transactional messages to marketing messages.

However, to execute an initial permission campaign, the marketer should have some form of pre-existing relationship with the list member. As a general rule, if the list member were to receive a message from the marketer, the list member should not perceive the message as “unexpected”.

Repermission Campaign Defined

Repermission Campaigns are designed to confirm the opt-in status of list members and are used when a list has aged significantly without being put to use or has been collected via an online promotion where a true opt-in tactic was not used. A marketer can also use repermission methodology to cleanse lists where a portion of a list has not responded to communications for an extended period of time.

Initial Permission/Repermission Campaigns

Executing a Campaign

The typical execution of an initial permission or repermission campaign works like this:

- 1) Identify the list and why steps are necessary to confirm opt-in status
- 2) Craft a message that clearly explains why you are contacting list members
 - a. Let them know how they got on the list
 - b. Let them know what their options are for removing themselves from the list
 - c. Give them incentive to stay on the list
- 3) Distribute the message with two links, one that will confirm opt-in status and one that will add a list member to a suppression list for marketing communications.
- 4) Place a reasonable time limit for response from list members (7-10 days)
- 5) At the end of the time limit, place all of the individuals who did not respond or responded that they would like to be removed from the list into a “held” or “suppressed” category or group and cease distribution to them.

Repermission Campaign Sample Copy:

Below are 3 versions of sample copy for how an initial permission or repermission campaign might be composed. Wherever possible, specific references should be used to help explain the relationship between the marketer and the email recipient.

Version A

Thanks for participating in our XYZ promotion! We would like to communicate with you about the benefits of our product on an ongoing basis and keep you informed about upcoming promotions, including the XYZ promotion that starts this month.

If you would like to stay in the loop, just click this link. **YES! Keep me informed about XYZ.**

If you would like to be removed from our list, click this link. **No. Please remove me from this list.**

Thanks,
Jennifer Jones
Marketing Manager
Company XYZ

Initial Permission/Repermission Campaigns

Version B

It was a pleasure crossing paths with you at the ABC Conference in San Diego. We hope that you recognize the synergy that is possible between our two companies.

We would like to communicate with you about the benefits of our product and services on an ongoing basis and keep you informed about upcoming events, including the GHI Event on November 12th.

If you would like to stay in the loop, just click this link. **YES! Keep me informed about XYZ.**

If you would like to be removed from our list, click this link. **No. Please remove me from this list.**

Thanks,
Jennifer Jones
Marketing Manager
Company XYZ

Version C

As a fellow member of the JKL Association, we hope that you'll recognize the synergy that is possible between our two companies.

We would like to communicate with you about the benefits of our product and services on an ongoing basis and keep you informed about upcoming events, including the GHI Event on November 12th.

If you would like to stay in the loop, just click this link. **YES! Keep me informed about XYZ.**

If you would like to be removed from our list, click this link. **No. Please remove me from this list.**

Thanks,
Jennifer Jones
Marketing Manager
Company XYZ

Initial Permission/Repermission Campaigns

Acting Responsibly

It's important to then only opt in the list members that respond with a "yes". Treat all the others as opt outs. The individuals that opt in are going to be high-quality. In contrast the individuals that don't respond at all are most likely of very little value and should be put into a suppression list. They can always opt back in. When/if they do, be sure to capture the IP address and date/time of opting in to help protect yourself from future issues. This is good practice for all online email address collection points across your marketing campaigns.

Pace the delivery of your initial permission/repermission email campaign at a very slow rate. Try sending in small segments over the course of several days and watch the opt-out and complaint rates. If they are high, you should consider cancelling the remainder of the campaign to avoid reputation damage. Bringing in a vendor/partner to help evaluate your reputation as an email marketer on an ongoing basis is an excellent idea. ReturnPath is one example of such vendor.

In addition, you should monitor feedback loops for all the major ISPs. Feedback loops are a mechanism that allows marketers to suppress email recipients who have complained to their ISP that an email is spam by clicking a "This is SPAM" link or button.

Expectations


Your list size will most likely be reduced dramatically, probably by 50% or more. The net result, however, will be a much higher quality list with higher response rates, lower costs to mail, and an improved reputation as an email marketer, which ultimately means better deliverability.

emfluence[™] Interactive Marketing designs and develops web sites for clients and helps drive web traffic through email marketing, search engine optimization, paid search marketing and online promotions. For more information about crafting and executing an initial permission or repermission campaign, contact an **emfluence** representative at 1-877-81-EMAIL.

Sample Repermission Campaign Follows:



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Repermission Campaign Sample:

We can do IT for you.

Friend of Versent,

We are in the process of cleaning up our email list and would like to get your permission to continue to send you email. If you would like to stay on our email list, you will receive our monthly newsletter "The Verse" and our "Vital Alerts" that keep you up to date on the most critical threats to your IT systems.



If you would like to stay on our list and continue to receive these messages, please click here:

[Yes,](#)
[keep me on the list!](#)

If you would like to be removed from our list please click here:

[No,](#)
[I would not like to receive future messages from Versent.](#)

Thank you. We look forward to continually providing you relevant and timely information. If you have any questions, please feel free to contact us at any time at 816-221-3900.

Sincerely,

Jon Schram

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