



Unsubscribe Links and Opting Out – Keep Your Communication SPAM Free!

One of the biggest and most important rules in promoting events or opportunities to new contacts is honoring the recipient's right to opt out of receiving communication from you. When a recipient does not clearly see a way to indicate their lack of interest, they are more inclined to mark your communication as spam. If you develop a history as a "spammer" you increase your chances of your emails being sent directly to the spam folder, or worse – being blocked from sending promotional emails entirely.

In your InsuraSeek bulk email campaigns, as well as in all your email templates, Resource Edge automatically inserts an unsubscribe link in the footer of your recruitment message:

From: Cheryl Hardy <chardy7@qikmail.com>
Date: Fri, May 24, 2013 at 4:16 PM
Subject: Requesting Follow Up
To: dbaird@sampleemail.com

Hi Dale,

I left a message, I am eager to follow up with you. Can you please contact me at your earliest convenience?

Thanks in advance,

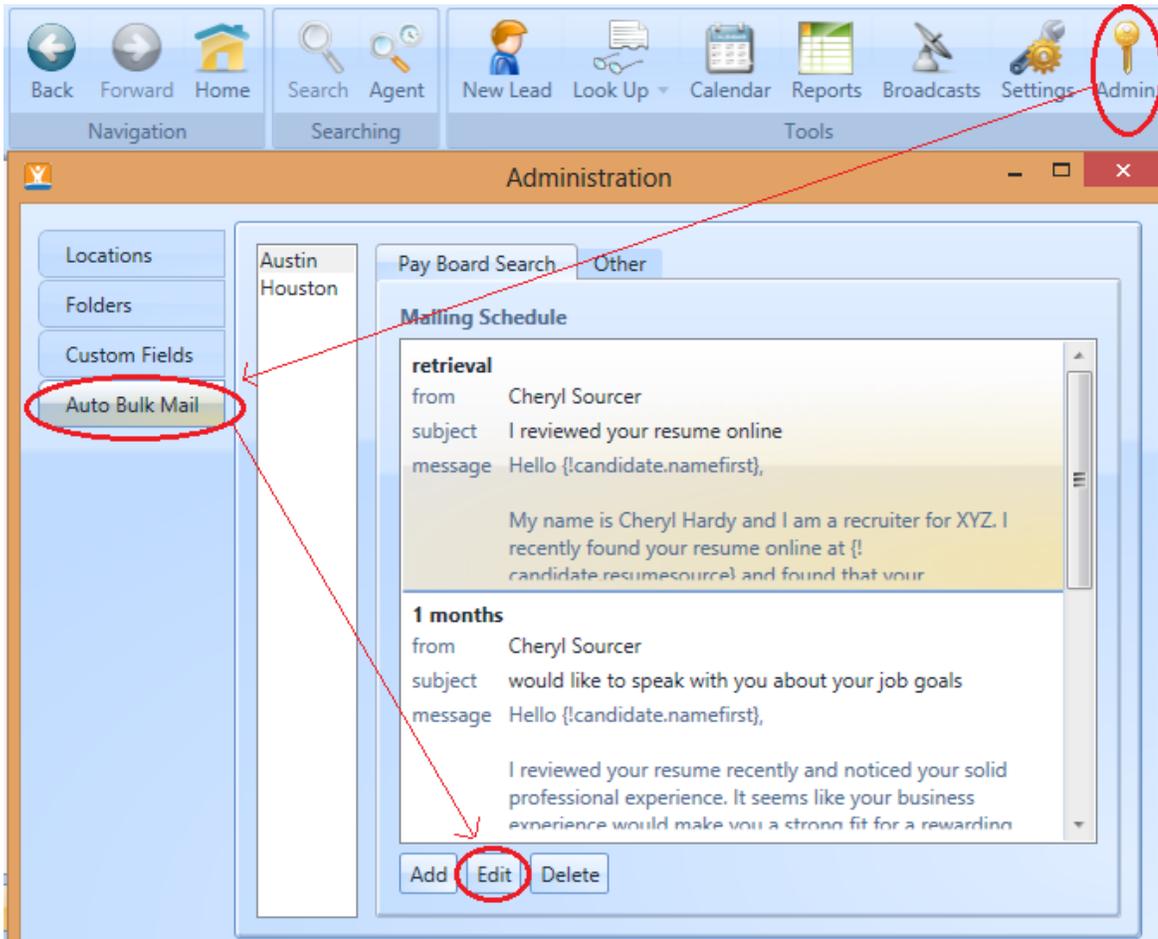
Cheryl Hardy
Marketing Director
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6375 S. Pecos Road #114
Las Vegas, NV 89120
Email: chardy@resourceedge.com
Phone: [800-979-4665](tel:800-979-4665)
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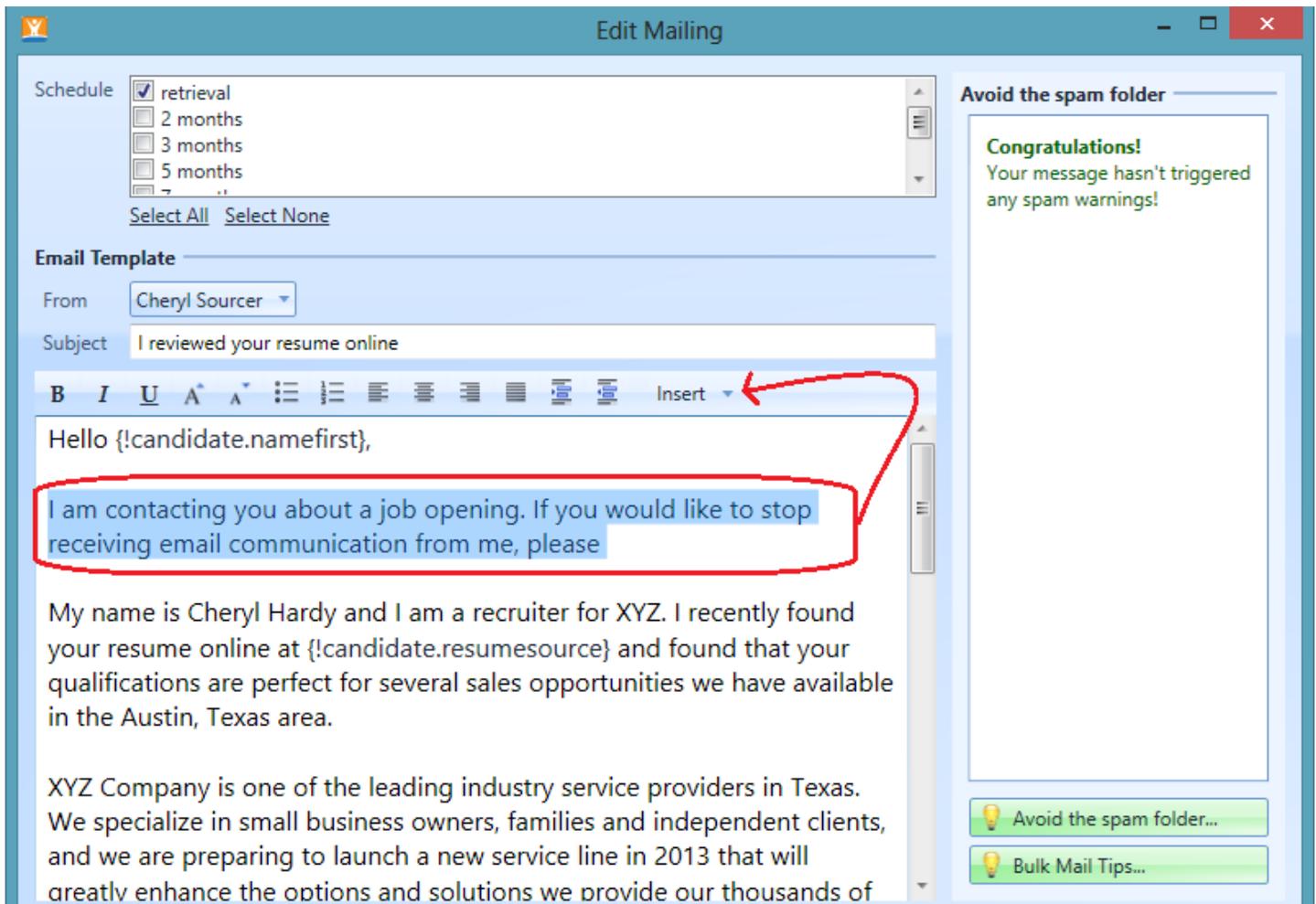
If you would like to opt out of receiving emails about this position in the future [click here](#).

In the event you need to create your own unsubscribe link and opt out message in your bulk email campaign, here's a quick overview on inserting opt out links.

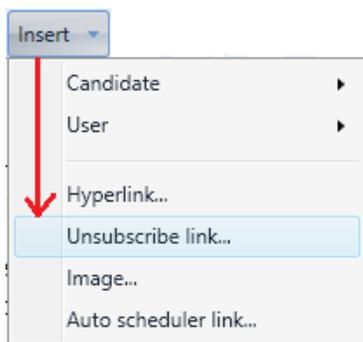
Let's quickly review how to insert an unsubscribe link in your message. Begin in your bulk email manager, available from the ADMIN button on the navigation bar:



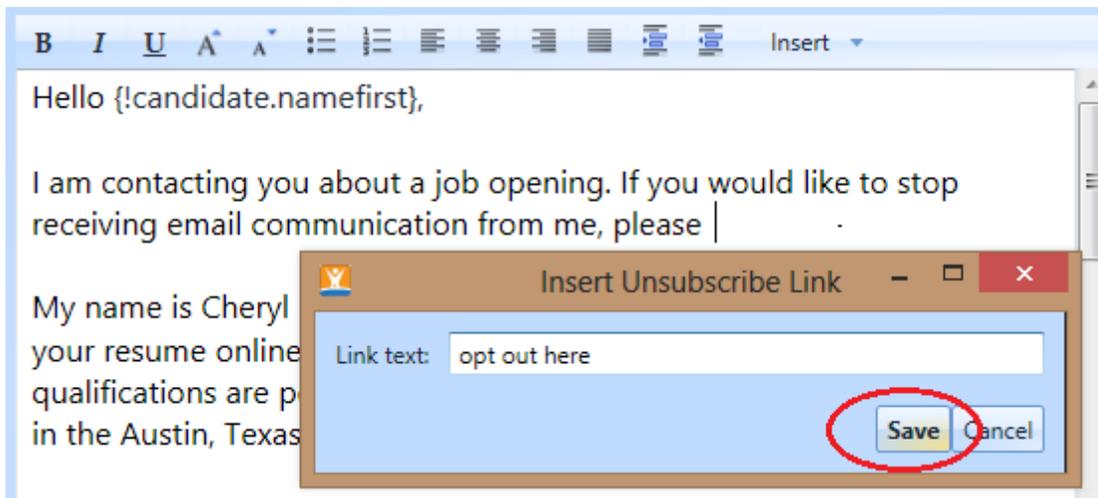
In the email message you have opted to edit or create, select the area within your message where you will enter your unsubscribe language. (see the blue highlighted text below):



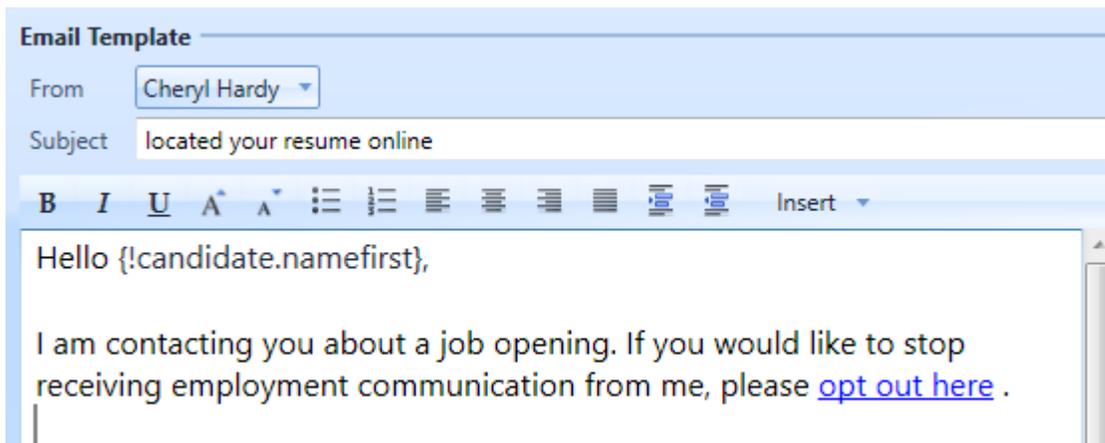
At the point in your unsubscribe language where you wish the user to click a link to opt out, click and leave your cursor and click 'insert' to view the options in the drop down.



Then enter your "link words" such as: "opt out here"



After saving, your opt out language and link will be ready to be saved into your email template.



Don't forget to click save, to preserve your changes to the email template.

Before you go – here's a quick checklist of things to consider to decrease your spam risk:

- ✓ Be sure to include a full email signature – including your contact information, including a physical office address – to further legitimize your promotional email
- ✓ Use the spam folder and bulk email tips included in your email template set up to review the email “no-no’s”
- ✓ Watch for spam “triggers” in your email copy as you write