

## 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 <<u>chardy7@gikmail.com</u>> Date: Fri, May 24, 2013 at 4:16 PM Subject: Requesting Follow Up To: <u>dbaird@sampleemail.com</u>

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 Resource Edge 6375 S. Pecos Road #114 Las Vegas, NV 89120 Email: <u>chardy@resourceedge.com</u> Phone: <u>800-979-4665</u> Website: Resource Edge Resource Edge The Creators of Th 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):

🛛 Edit Mailing	- • ×
Schedule retrieval	Avoid the spam folder Congratulations! Your message hasn't triggered any spam warnings!
Email Template	
From Cheryl Sourcer	
Subject I reviewed your resume online	
B I U A A ⋮ ⊟ E E E E E E E Insert -	
Hello {!candidate.namefirst},	
I am contacting you about a job opening. If you would like to stop receiving email communication from me, please	
My name is Cheryl Hardy and I am a recruiter for XYZ. I recently found your resume online at {!candidate.resumesource} and found that your qualifications are perfect for several sales opportunities we have available in the Austin, Texas area.	
XYZ Company is one of the leading industry service providers in Texas. We specialize in small business owners, families and independent clients, and we are preparing to launch a new service line in 2013 that will greatly enhance the options and solutions we provide our thousands of	Avoid the spam folder

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"

B I U A A		E 🚍 🔳 🚡 🚡 Insert 🔻	
Hello {!candidate.na	amefirst},	A	
I am contacting you about a job opening. If you would like to stop receiving email communication from me, please			
My name is Cheryl	<b>X</b>	Insert Unsubscribe Link 🛛 🗖 🗙	
your resume online	Link text:	opt out here	
qualifications are p			
in the Austin, Texas		Save Gancel	

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

Email Template		
From	Cheryl Hardy 🔻	
Subject	located your resume online	
BI	U A A E E E E E Insert -	
Hello {!candidate.namefirst},		
I am contacting you about a job opening. If you would like to stop receiving employment communication from me, please <u>opt out here</u> .		

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