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# ETHICAL EMAIL SUBSCRIBER LIST BUILDING PRACTICES

TOP  
MARKETING  
TIPS

MARKETING  
SUPERHEROES  
TO GROW YOUR  
Business



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LEARN HOW TO GROW YOUR EMAIL LIST THE RIGHT WAY - ETHICALLY AND EFFECTIVELY!





# WHY ETHICAL LIST BUILDING MATTERS



**Building an email list ethically isn't just about following the rules - it's about respecting your audience's privacy and building trust.**



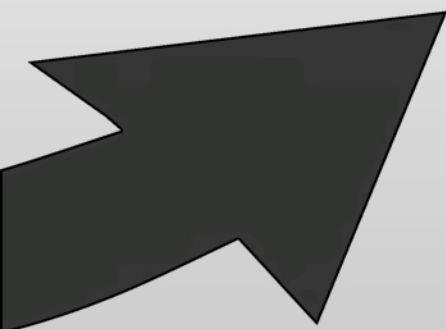
**Ethical practices also protect you from fines and improve long-term engagement.**

# Avoid Buying Email Lists

 **Do NOT buy email lists.**

**Buying lists might seem like a quick win, but it can damage your (sender) reputation and lead to low engagement rates, high bounce rates, and even legal trouble.**

**Worst case, it ruins the domain sender rep. and all email you send, also the business emails, from your company email domain will land in spam folder - if delivered at all.**





## Use Double Opt-In

**✓ Double Opt-In ensures subscribers are genuinely interested in receiving your emails.**

**With double opt-in, users confirm their subscription via email, reducing the risk of spam complaints and improving list quality.**

**It also prevents entering faulty email addresses to your list.**

# Be Transparent About What They're Signing Up For

 **Clarity is key - tell subscribers exactly what they're signing up for.**

**Explain the frequency and type of content they'll receive to manage expectations and build trust.**

**This way they will know to expect your letters and will not spam-report (so easily).**

**If you plan to use the list for marketing also, don't forget to mention it as well: "Industry news and occasional offers" is a good way to tell them what is coming.**



# Provide Value in Exchange for Emails



**Offer something valuable in return for signing up - whether it's an exclusive guide, a discount, or access to special content.**

**This creates a win-win situation: they get something useful, and you get a quality subscriber.**

# Ensure Easy Opt-Out Options

 **Make it easy to unsubscribe.**

**Always include a clear, simple opt-out option in every email. This maintains trust and complies with legal requirements (like GDPR and CAN-SPAM).**



# Avoid Using Pre-Checked Consent Boxes



**Pre-checked boxes are a no-go.**

**Ensure users actively choose to subscribe - don't trick them into signing up. This is crucial for GDPR compliance and maintaining transparency.**

**Not only is it illegal, but also highly unethical.**



# Build Lists Organically via Content Marketing




**Encourage sign-ups by offering valuable, relevant content through blogs, social media, and webinars.**

**Quality content attracts people who genuinely want to hear from you, making your email list more engaged.**

**A quality list also does wonders for your marketing letters...**


# Comply with GDPR and Other Regulations

 **Following GDPR (General Data Protection Regulation) and other privacy laws is non-negotiable.**

**Make sure subscribers give explicit consent, and provide clear privacy policies detailing how their data will be used.**

**Don't be the creep sending tons of spammy cold emails. Your "too good to be missed" is their spam.**

# Regularly Clean Your Email List

 **Clean your list regularly by removing inactive or invalid email addresses.**

**This helps you maintain good sender reputation and keeps your open and click rates high.**

**React to spam-complaints immediately - remove the complainer address from the list!**



# Don't Use Misleading Subject Lines

 **Stay honest in your subject lines.**

**Don't mislead subscribers with exaggerated or false promises - be clear and transparent about what your email offers.**

**Identify advertisements and affiliate marketing messages as such.**





# Nurture Relationships with Subscribers

 **Build long-term relationships by providing value consistently.**

**Create personalised content, segment your lists, and focus on nurturing subscribers over time for better engagement.**



# Engage Subscribers with Relevant Content

 **Make sure your emails are relevant to the subscribers who receive them.**

**Tailor your content to different segments of your list to keep engagement high and avoid unsubscribe rates.**



# Final Thought

**Ethical email list building is about quality over quantity. By following these best practices, you'll build a highly engaged audience that values your content, trusts your brand, and stays loyal over time.**

**It takes time to build it, but it is worth it.**



## Like, Share & Comment!

If you've found this useful or inspiring, I would surely appreciate a ping.

Feel free to connect or just spread the word, all interaction is welcomed and it lets me know what kind of content you want to receive in future also!

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