

TEXT & EMAIL REGULATION

Cheat Sheet

Compliance is key. Here are three tips to make sure your marketing campaigns are up-to-par:

1.

Send a confirmation text.

Set up an automated response to customers right when they opt in to let them know what to expect.

2.

Put it in the fine print.

Be sure to make it clear what your text program entails anywhere you're promoting text marketing. Give an overview of your program, mention that message and data rates apply and explain how to opt-out.

3.

Consent, consent, consent.

The Golden Rule of SMS and email marketing is clear and documented customer consent. Only send messages to people who have agreed to receive them and make sure they can opt-out.

Learn more at
CITYGRO.COM/CONSENT

This document is not intended as a catchall for legal advice. Be sure to check out the complete guide for complying with FCC regulations for text and email marketing.