

# Best Practices for E-Mail Marketing

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If you work with e-mail marketing—whether you’re putting together the content, reviewing the images and links for accuracy, or conducting a final copy and legal review—you already know that your commercial message must be compliant with the CAN-SPAM Act. It’s not that it’s hard to follow, but sometimes it can be so easy to forget.

Before your next e-mail marketing campaign is approved and in the Sent folder, make sure your commercial e-mails comply with best practices and CAN-SPAM Act. I highlight key requirements in this [Best Practices for E-mail Marketing Checklist](#) published by Practical Law Company. For a more detailed look at e-mail marketing practices, the full article is available [here](#).