Learn. Network. Grow.

MParDreamin' 2022

# The Road To Email Compliance: The Basics, Challenges, and Gotchas

# Host

## Angelica Cabral

Marketing Manager
Sercante

# Today's Must Attend Sessions

**2:20 pm EDT:**

**Understand and Protect Your System of Record**

**2:20 pm EDT:**

**A Salesforce Flow for Contact Role Woes**

**2:50 pm EDT:**

**Leveraging Marketing Cloud Engagement To Produce Positive Customer-Driven Outcomes**

# Goal of Panel

Learn how our panel of trailblazers have implemented compliance solutions in their own organizations. In this session, we will explore the basics of different options you have as an Administrator to capture and process email consent and what are some learned lessons from the process by our panelists.

# Panelists

## Hannah Horning

Demand Generation Manager

ArcherPoint

## Bonnie Mulholland

Marketing Manager

Cint

## Ben LaMothe

Marketing Cloud Account Engagement (Pardot) Solutions Architect

BDO Digital

## Krystle Solomon

Marketing Automation Strategist

Sercante

# Question 1

What are some of the **leading email compliance regulations** enforced today and **who does it affect**?

# Question 2

For those looking to expand their knowledge on email compliance, what **resources** would you recommend?

# Question 3

What immediate actions would you recommend to **get started with implementing an email compliance** program?

# Question 4

Can you talk about some of the **pros and cons of managing email consent across brands** within a single business unit.

# Question 5

What are some **pro tips** listeners can take with them if they are looking to **start or refine their email compliance program**?

# Question 6

What was your experience with executing a **single opt-in versus a double opt-in** process – and – which method have you found to produce a **better quality audience and customer experience**?

# That's a wrap!

# Resources

## Regulations

CAN-SPAM
CASL
GDPR

## Salesforce Best Practices

Best Practices for Creating Email Templates
Prospect Mailability Status
Manage Email Unsubscribe Settings
Allow Prospects to Resubscribe to Pardot Emails
Considerations for Using Email Preference Pages

## Integrations

OneTrust
DataGrail
Cloud Compliance
Securiti

## The Spot Blog

Getting Started with a Pardot Email Preference Center
How Much is Too Much in Email Marketing

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# Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!

**Questions?** Reach out to pardreamin@sercante.com