



eMarketing Learning Center @ eBizITPA

eMail Marketing Resources

Associations

American Marketing Association

<http://www.marketingpower.com>

The American Marketing Association is a professional association for individuals and organizations involved in the practice, teaching, and study of marketing worldwide.

Authentication and Online Trust Alliance

<http://www.aotalliance.org>

The AOTA's mission is to foster the elimination of email and Internet fraud and abuse, thereby enhancing online trust, confidence, and online protection of businesses and consumers.

Direct Marketing Association

<http://www.the-dma.org>

DMA is the leading global trade association of business and nonprofit organizations using and supporting direct marketing tools and techniques.

Email Experience Council

<http://www.emailexperience.org>

The EEC is a global professional organization that strives to enhance the image of email marketing and communications, while celebrating and actively advocating its critical importance in business and its ROI value.

Email Sender & Provider Coalition

<http://www.espcoalition.org>

The coalition is a cooperative group of industry leaders working to create solutions to the continuing proliferation of spam and the emerging problem of deliverability.

Federation of European Direct and Interactive Marketing

<http://www.fedma.org>

EDMA is the single voice of the European direct and interactive marketing industry. Its national members are direct marketing associations representing users, service providers, and media/carriers of direct marketing.

Institute for Spam and Internet Public Policy

<http://www.isipp.com>

The Institute for Spam and Internet Public Policy is dedicated to providing analysis, information, and consulting on industry issues relating to public policies and processes regarding spam, email, email deliverability, and the Internet.

Interactive Advertising Bureau

<http://www.iab.net>

The IAB is dedicated to the continuing growth of the interactive advertising marketplace.

Messaging Anti-Abuse Working Group

<http://www.maawg.org/home>

AAWG brings the messaging industry together to successfully address forms of messaging abuse, such as messaging spam, and denial-of-service and virus attacks, .

Word of Mouth Marketing Association

<http://www.womma.org>

WOMMA is the official trade association for the word-of-mouth marketing industry.

World Wide Web Consortium

<http://www.w3.org>

The World Wide Web Consortium (W3C) is a forum for information, commerce, communication, and collective understanding. The W3C develops technologies (specifications, guidelines, software, and tools) to lead the Web to its full potential.

Email Websites and Blogs

MarketingSherpa articles and research on e-marketing including email best practices.

<http://www.marketingsherpa.com/articles.cfm>

Anti-Phishing Working Group (APWG) is the global pan-industrial and law enforcement association focused on eliminating the fraud and identity theft that result from phishing, pharming, and email spoofing of all types

<http://www.anti-phishing.org>

ClickZ – a resource for interactive marketing news, information, commentary, advice, opinion, research, and reference

<http://www.clickz.com>

Information about COPPA – the Children’s Online Privacy Protection Act

<http://www.coppa.org>

Email marketing blogs from various sources

<http://www.email-marketing-reports.com/blogs.htm>

Email Experience Council’s blog

<http://blog.emailexperience.org>

Email Experience Council's blog tracks the email campaigns of the top online retailers.
<http://www.retailemail.blogspot.com>

MarketingExperiments – an online marketing research laboratory
<http://www.marketingexperiments.com>

MediaPost–Email Insider blog from an integrated publishing and content company
http://blogs.mediapost.com/email_insider

Spam laws for domestic and international users, as well as information on Internet and identity security.
<http://www.spamlaws.com>

Tools for Authentication

DomainKeys' tools and library for email servers & clients

<http://domainkeys.sourceforge.net>

The purpose of this project is to create a freely available library that can be easily adopted by most MTA and UA implementers to add DomainKeys (RFC 4870) functionality. The DomainKeys Library provides a foundation for implementing the DomainKeys email authentication system in mail transfer agents and mail user agents.

DomainKeys Identified Mail

<http://dkim.org>

DKIM provides a method for validating a domain name identity that is associated with a message through cryptographic authentication.

Sender ID

<http://www.microsoft.com/mscorp/safety/technologies/senderid/default.aspx>

Email authentication technology protocol that helps address the problem of spoofing and phishing by verifying the domain name from which email messages are sent.

Sender Policy Framework

<http://www.openspf.org>

Deliverability

Return Path Sender Score

<http://www.senderscore.org>

ESPC's Deliverability.com

<http://www.deliverability.com>

ReputationWiki.org

http://reputationwiki.org/~reputati/index.php?title=Main_Page

Robtex' Multi-RBL Check

<http://www.robtex.com/rbl.html>