

# Anatomy of an Email Preference Center for Subscription Management

Email preference centers can help you win the hearts, minds and opt-ins of your email recipients, or leave a bad taste in their mouths. Here are the essential elements needed for a simple and successful subscription management page, as well as best practices to follow.

**1. Subscriptions:** These are the types of emails that individuals can sign up to receive from your organization.

**2. Descriptions:** Each subscription should be accompanied by a description of what subscribers should expect from those emails as well as the frequency they will receive each.

**3. Unsubscribe:** This is a subscription management page must-have for compliance purposes. If nothing else, ensure that you have a way for subscribers to opt out of your emails entirely.

**Subscription Preferences**

Thank you for your interest in receiving emails from the National Institute of Anatomy. Select your email subscriptions below, so we can tailor the communications you receive from us to your preferences.

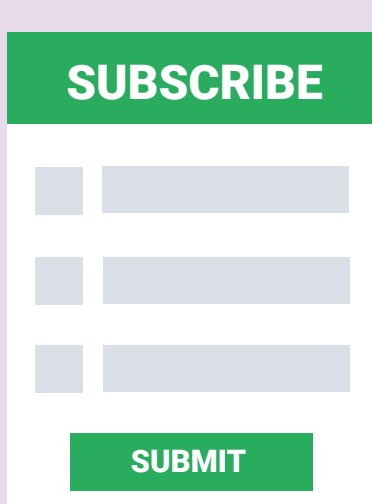
- Body of Work:** Our monthly newsletter, detailing the Institute's latest research and teaching endeavors.
- Events:** Periodic emails about NIA conferences, workshops, lectures, webinars, networking functions or other live events.
- Blog Digest:** Bi-weekly recap of the latest posts from the award-winning NIA blog.
- Careers:** Occasional email featuring open anatomist positions from around the country.
- Opt out of all communications.**

Email\*

**I agree to the terms and conditions**  
[Terms and Conditions](#) [Privacy Policy](#)

**Submit**

## Subscription Management Best Practices



### Keep it Simple:

Make sure that people know what to do to get their desired outcome for email subscriptions and that there aren't too many steps involved to achieve that outcome.



### Be Consistent with Branding:

Be sure that your preference center matches the general look and voice of your emails and website, so it feels like a familiar place to subscribers.



### Give Thanks and Reassurance:

Include a short message on your page that thanks individuals for subscribing and reassures them that you will honor their email preferences.



### Deliver on Expectations:

After spelling out what being on each of your email subscription lists means to a subscriber, adhere to those expectations, both in content and frequency.

Download our subscription management eBook!

<http://clickdimensions.com/subscriptionmanagementquickguide>



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