

The Truth About Email Marketing



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Reviews

The publication is easy in read better to understand. It is writter in basic words and phrases rather than hard to understand. You wont truly feel monotony at anytime of your respective time (that's what catalogues are for about if you question me).

(Kaya Rippin)

THE TRUTH ABOUT EMAIL MARKETING



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Summary: Introduction ix Foreword by Mark Brownlow xiii Part I The Truth About Why Email Works Truth 1 Email is a powerful marketing tool 1 Truth 2 Permission-based email marketing is not spam 5 Truth 3 Email marketing is extremely cost-effective, targeted, and measurable 9 Truth 4 Email is stronger than ever 13 Part II The Truth About Email Budgeting and ROI Truth 5 Don't be cheap: email cuts other costs, so invest in it 17 Truth 6 Using email ROI to guide your budget 21 Truth 7 Keeping your email program alive when budgets are cut 25 Part III The Truth About Organizing an Email Department Truth 8 Deciding to outsource or bring in-house 29 Truth 9 Finding the right partner 33 Truth 10 Getting the ball rolling with your email marketing partner 37 Truth 11 What makes a good email marketing manager 41 Part IV The Truth About Customer-Focused Email Strategy Truth 12 How to be relevant 45 Truth 13 Making your first impression count 49 Part V The Truth About Creating and Growing a List Truth 14 It is not easier to ask for forgiveness 53 Truth 15 How to create an email list 57 Truth 16 Using lead-generation tactics to build your list 61 Truth 17 Comple.



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