

E Mail Marketing For Dummies

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E-mail marketing can open lots of doors for your business, but it can also open you up to legal scrutiny and spam complaints. This book helps you navigate that tricky landscape and create an e-mail marketing strategy that not only offers your customers real value, but pays dividends for you! You'll even learn to analyze how your campaign is working.

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Email marketing, on the other hand, provides a clear customer trail, just like social media marketing. Within 24 hours, you can find out exactly which messages have been opened, who opened them and who didn't, and what happened regarding the click journey that took place afterward.

Email Marketing for Dummies 2020: A Complete Guide to ...

E-Mail Marketing For Dummies, 2nd Edition. Author: John Arnold. Print, 384 pages, April 2011. ISBN: 978-0-470-94767-8.

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Companies often list email as one of their most powerful marketing channels. With email usage worldwide projected to reach 3 billion users by 2020, businesses simply have to continue using email marketing to reach their audiences if they want to scale quickly.. But anyone who's tried email marketing knows it's not as simple as quickly drafting a message and hitting the "send" button.

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Email marketing is about making real connections with people who want to hear from you. It's about communicating with multiple people at one time (in a way that feels like a 1:1 conversation), building relationships and growing your brand as a result. Grow your business with email

THE ULTIMATE GUIDE TO EMAIL MARKETING

Explore viral marketing on the web. Start an expert blog to inform customers with how-to tips. Hold a contest for the funniest video featuring your product, and post the winning videos on YouTube. Send e-mail press releases to a hundred top bloggers every month. Ask employees and friends to help you build a popular page for your brand on Facebook.

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Ted Sudol is a longtime affiliate marketer who has developed and sold several affiliate marketing websites over the years. His current sites focus on affiliate marketing and precious metals investing. Paul Mladjenovic is the bestselling author of Stock Investing For Dummies. He's a Certified Financial Planner as well as a national speaker and ...

What is Affiliate Marketing and How Does it Work? - dummies

Very full and thorough guide about Email Marketing. I admit that I didn't finished reading it but I learned many news thing from it and keep it by my desk for future reference. This book is not for "Dummies" at all - many full time experienced Marketing professionals and even seasoned Email Marketers will find it very useful and enriching.

Amazon.com: Customer reviews: E-Mail Marketing For Dummies

Done properly, e-mail marketing is highly effective. E-Mail Marketing For Dummies can help you send your message to the inboxes of the world while observing professional standards, improving your deliverability, and executing your e-mail marketing strategy in line with current laws.

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E-mail Marketing For Dummies provides a trusted source of information on proven strategies for launching and conducting an effective e-mail marketing campaign designed to drive sales and enhance product/brand reputation. Author John Arnold is a highly experienced e-mail marketing guru.

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