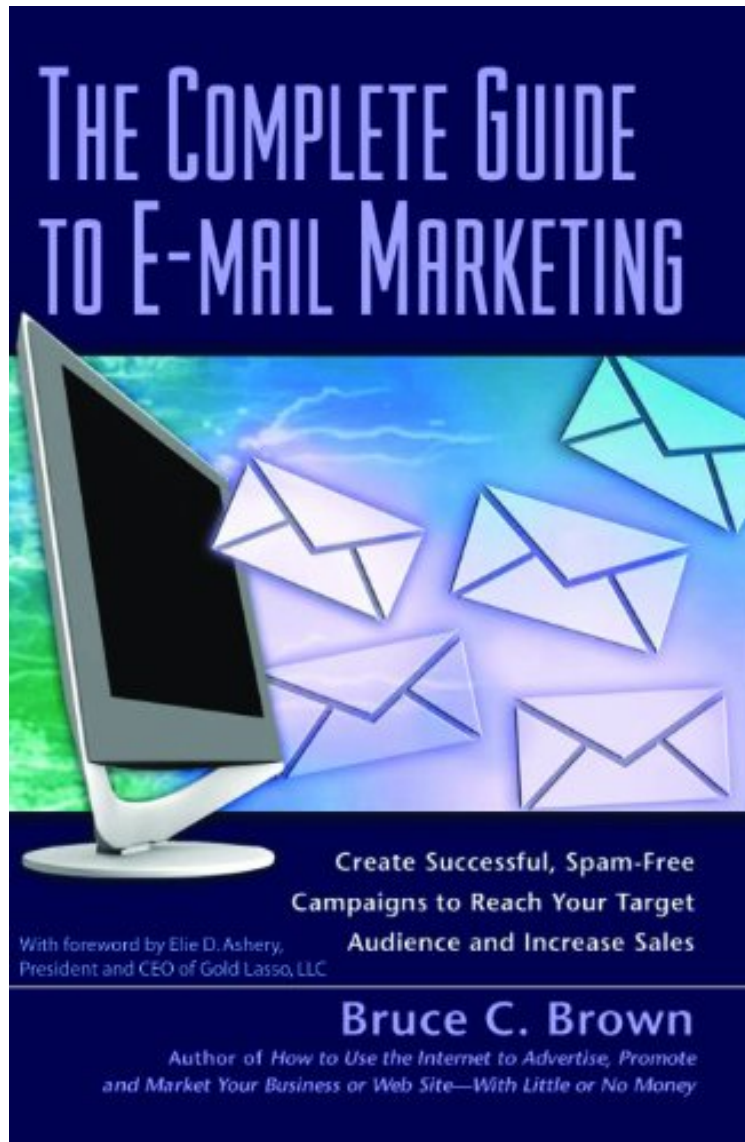


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The Complete Guide to E-mail Marketing: How to Create Successful, Spam-free Campaigns to Reach Your Target Audience and Increase Sales

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Bruce C. Brown : The Complete Guide to E-mail Marketing: How to Create Successful, Spam-free Campaigns to Reach Your Target Audience and Increase Sales before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Guide to E-mail Marketing: How to Create Successful, Spam-free Campaigns to Reach Your Target Audience and Increase Sales:

8 of 9 people found the following review helpful. For the novice
By Tom Shaffer I consider myself one step above a novice, and I did not learn much from this book. If you have a basic understanding of how email works and the issues with SPAM and list management, then I would recommend skipping this book. This book is definitely not a "Complete Guide". You will need to do a lot more research and studying before you launch your first campaign / mailing. A big hole in this book is that there is almost no discussion of the issue of / and solutions to sending emails into the major ISPs. There is a lot you will need to understand and do prior to sending emails into the major ISPs. On a positive note, if you are completely new to the field, then this might be a useful introduction. The book is well written and is a quick read.
1 of 1 people found the following review helpful. Good For Novice
By Leo This book is a "complete guide" for email marketing. It's good for novice, but it's not good for expert. If this book can provide more inside skills or experience, I will give 5 star.
2 of 3 people found the following review helpful. basic, dated, sloppy, and repetitive
By Ethan Machado very few insights in this book for anyone with more than a glancing knowledge of email marketing. Why is this \$14? Half way through the book, the same introductory content is repeated...worse, each real-world anecdote is basically the same as the next. worse still, the first half of the book is 33% dedicated to SEO for websites, which is only marginally related to the specifics of email marketing. To call this a Complete Guide is misleading.

Researchers estimate that e-mail marketing revenues have recently surpassed \$1.8 billion dollars annually. Are you getting your share? According to Jupiter Research, 93 percent of U.S. Internet users consider e-mail their top online activity. E-mail is a fast, inexpensive, and highly effective way to target and address your audience. Companies like Microsoft, Amazon.com, Yahoo, as well as most Fortune 1000 firms are using responsible e-mail marketing for one simple reason. It works! And it generates profits immediately and consistently!
In this new groundbreaking book you will learn how to create top-notch e-mail marketing campaigns, how to build stronger customer relationships, generate new qualified leads and sales, learn insider secrets to build your e-mail list quickly, deal with spam filters, and the optimum days and times to send your e-mails. You will have step-by-step ways to:
* Build your business quickly using responsible, ethical e-mail marketing
* Leverage your current Web site, using auto responders
* Write effective e-mail advertising copy
* Develop newsletters
* Write winning subject lines
* Get high click-through rates
* Format your messages
* Put the subscription form on your site
* Use pop ups
* Use single or double opt-in subscriptions
* Increase the response rate of your offer dramatically
* Format your e-mail so that it will be received and read
* Choose between text or HTML e-mail (and why)
* Reduce advertising expenses
* Have measurable marketing results with instant feedback
* Automate the whole e-mail marketing process
In addition, we spent thousands of hours interviewing, e-mailing, and communicating with hundreds of today's most successful e-mail marketing experts. This book contains their secrets and proven successful ideas, including actual case studies. If you are interested in learning hundreds of hints, strategies, and secrets on how to implement effective e-mail marketing campaigns and ultimately earn enormous profits, then this book is for you.
Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 290 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

Eric Hoffer Awards 2008 Award Winner, Business Notables --Book Award
About the Author
Bruce C. Brown was born in Bayshore, New York, but moved around quite a bit in his youth, finally settling down in Silver Springs, Florida. He enlisted in the U.S. Coast Guard in 1984 and has completed more than 32 years of service to our nation. Bruce is the author of fourteen published books and has been recognized with numerous awards for his writing.
Bruce has three children and a beautiful wife, Vonda. His oldest son, Dalton, is a graduate from the University of South Florida and St Leo University and is a regional manager with Paragon Theaters. His middle son, Jordan, is a graduate from the University of Florida and earned his Doctor of Jurisprudence at the University of Texas School of Law and is an Assistant District Attorney in Texas. His youngest son Colton graduated from the University of Florida and is serving as an Operations Specialist in the U.S. Coast Guard. Bruce has been happily married to Vonda for 32+ years and is currently serving as Commanding Officer, U.S. Coast Guard Base Elizabeth City, North Carolina. During his Coast Guard career, Bruce was recipient of the highly prestigious Douglas A. Munro Award for Inspirational Leadership, as well as the American Society of Military Comptrollers Award of Excellence and is a two-time recipient of the Coast Guard Chief Financial Officers Award for Excellence (Junior Officer and Senior Officer

Categories). He earned degrees from the University of Phoenix and Charter Oak State College and is designated as a permanent Cutterman. His military decorations include 5 Meritorious Service Medals, 5 Commendation Medals, 2 Achievement Medals, Armed Forces Service Medal, Armed Forces Expeditionary Medal, NATO Medal and many others.