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John Arnold

Author of *Web Marketing All-in-One For Dummies*



E Mail Marketing For Dummies

Wendy Piersall



E Mail Marketing For Dummies:

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E-Mail Marketing For Dummies John Arnold, 2011-03-16 Updated to reflect the hottest new trends technologies and strategies Much has happened in e mail marketing since the first edition of this book appeared in 2007 With the dramatic rise of social media and mobile devices there are more ways than ever to target campaigns and maximize your e mail marketing dollars The new edition of this helpful book is full of practical advice whether you're an enterprise level marketer using a third party e mail marketing company or small business owner handling everything yourself Helps you map out an e mail marketing strategy with reachable objectives Simplifies the process of list building message creation and results tracking Offers legal guidance so you stay compliant with anti spam laws Shows you how to deliver your message and incorporate social media Explains how to track and interpret results Includes the top ten things you should not put in your messages and much more Get more out of your e mail marketing campaigns with this easy to follow guide

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Table of Contents E Mail Marketing For Dummies

1. Understanding the eBook E Mail Marketing For Dummies
 - The Rise of Digital Reading E Mail Marketing For Dummies
 - Advantages of eBooks Over Traditional Books
2. Identifying E Mail Marketing For Dummies
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an E Mail Marketing For Dummies
 - User-Friendly Interface
4. Exploring eBook Recommendations from E Mail Marketing For Dummies
 - Personalized Recommendations
 - E Mail Marketing For Dummies User Reviews and Ratings
 - E Mail Marketing For Dummies and Bestseller Lists
5. Accessing E Mail Marketing For Dummies Free and Paid eBooks
 - E Mail Marketing For Dummies Public Domain eBooks
 - E Mail Marketing For Dummies eBook Subscription Services
 - E Mail Marketing For Dummies Budget-Friendly Options
6. Navigating E Mail Marketing For Dummies eBook Formats

- ePub, PDF, MOBI, and More
 - E Mail Marketing For Dummies Compatibility with Devices
 - E Mail Marketing For Dummies Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of E Mail Marketing For Dummies
 - Highlighting and Note-Taking E Mail Marketing For Dummies
 - Interactive Elements E Mail Marketing For Dummies
 8. Staying Engaged with E Mail Marketing For Dummies
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers E Mail Marketing For Dummies
 9. Balancing eBooks and Physical Books E Mail Marketing For Dummies
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection E Mail Marketing For Dummies
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine E Mail Marketing For Dummies
 - Setting Reading Goals E Mail Marketing For Dummies
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of E Mail Marketing For Dummies
 - Fact-Checking eBook Content of E Mail Marketing For Dummies
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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