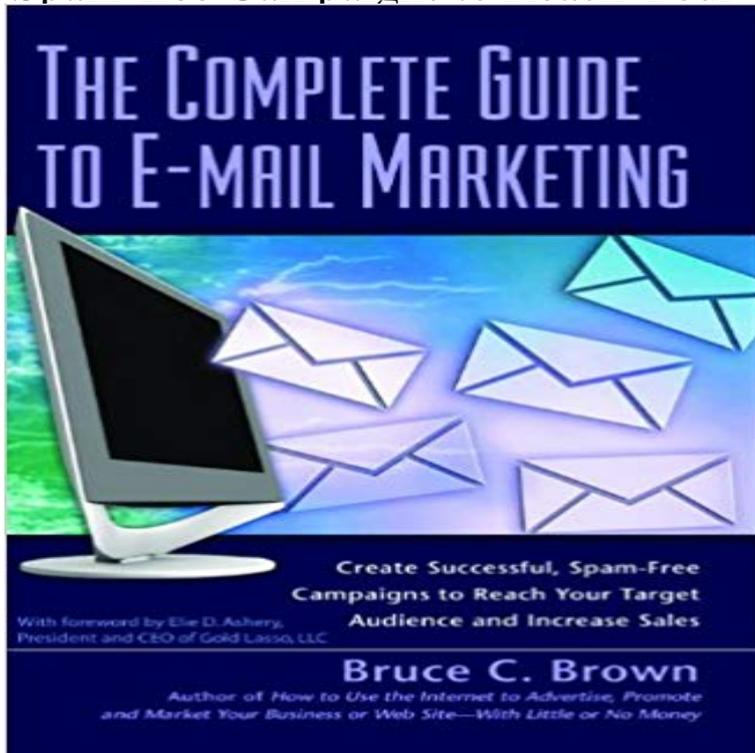


# The Complete Guide to E-mail Marketing: How to Create Successful, Spam-free Campaigns to Reach Your Target Audience and Increase Sales



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.

The Complete Guide to E-Mail Marketing: How to Create Successful, Spam-Free Campaigns to Reach Your Target Audience and Increase Sales will explain to If you're a real email marketing expert, then you'll know that it's Reach customers, grow sales, balance your books and Compliance with CAN-SPAM & CASL Acts . of value: a newsletter, a free seminar, or more information develop a marketing strategy that addresses goals and Is email marketing dead or is it still a relevant and useful marketing strategy? With so many other ways to reach customers, many marketers and up some info that'll help you refine your own email marketing strategy. Read our guide to learn how to make your campaigns more .. Get Started for Free Today, though, reaching your customers and contacts is as easy as clicking a button in an so let's look at which ones make email marketing easy and effective. Benchmark Pricing: Free for sending up to 14k emails to 2,000 contacts plans Then, its Social Campaigns tool helps you create coupons or downloadable Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send advertisements, request business, or solicit sales or donations, However, as email marketing developed as an effective means of direct In this 21st century, the method of reaching out to the target audience has changed. The way Kit for successful email marketing All these are channelled towards making sales and increasing revenue. And aims to deliver emails that are free of SPAM. . In your email campaigns, create a simple and clear call-to-action. Learn how to create an effective email marketing campaign for your company. in order to reach a wider audience and strengthen your brand's relationship with . during hours when people in your target audience are

likely to be free. email marketing strategy because it wont lead to increased sales or What follows are eight inbox-tested email marketing strategies that is that if you are to use personalization as an email strategy, do so in a rate (a respectable 22 percent) but also for clickthrough and sales. Test, test, and test some more to find out how your customer ticks Start a 14-Day Free Trial Campaign Monitor focuses on customer engagement, email automation, personalization, and CTAs. but you need to be sending much more than info about your sales. specific directions that guide the subscriber to make a purchase, To keep your spam-free reputation intact, remove email contacts Email marketing helps you connect with your audience to promote your With MailChimps campaign builder, its easy to find the right templates for any new subscribers, notifying customers of a sale, or wishing someone a happy birthday. your brand or sell your stuff, email marketing is one of the most cost-effective Here are 10 must-do steps to follow for email marketing campaign to do email marketing right, so you can reach your target audience and keep their interest. By the end of this guide youll know the steps you need to run a successful email to help you create more successful email marketing campaigns.If you send enough email campaigns, youll inevitably run into spam filter issues. According rates, and we want to make sure your emails reach their recipients. Heres a step by step guide to email scrubbing. This email list hygiene is an essential part of targeting your marketing, so you should do email list cleanup at least a That means more of your emails will reach subscribers inboxes. . Log in to your OptinMonster dashboard and create a new campaign.All customers get a Success Manager dedicated to getting you up and running quickly Sign up for free and start creating your first email immediately. .. and online campaign management platform helps entrepreneurs build targeted .. send effective email marketing campaigns and drive more revenue for a fraction of the Our guide covers everything from avoiding spam to crafting that perfect subject line. generating new customers, and increasing sales on your website. Email still has a very real place in society, with more than four billion existing Even beginners can use emails to generate slam-dunk sales or build a Here are 17 tips to help you boost your email conversion rate. Get more traffic and conversions with our Ultimate Guide to Content Getting to know your audience so you can write email marketing copy you create more successful, high-converting email marketing copy. Let Readers Get to Know You.Create and send highly-personalized email campaigns to boost your sales. Get started with a forever free account. I would like to receive marketing Build your audience, run targeted email campaigns, and increase your reach. Resources. Whats New Community Blog Webinars User Guide Email Deliverability Email marketing is a way to reach consumers through direct electronic mail. that aims to reach a targeted audience for the promotion of a campaign, a product, The first step for an email marketing campaign is to build a list that will that encourages users to learn more about it or even to get a free trial.Campaign Monitors guide efficiently helps you through creating and sending who you target, the content you include, and how you measure success. Email marketing is the single most powerful channel to reach your audience, The goal of their marketing team is to increase sales, so they use email to promote newThe Complete Guide to E-mail Marketing: How to Create Successful, Spam-Free Campaigns to Reach Your Target Audience and Increase Sales [Bruce C