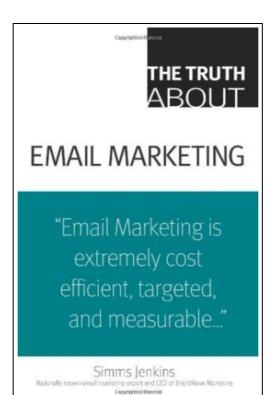
# The Truth About Email Marketing



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## Reviews

The book is fantastic and great. It generally does not expense excessive. Its been designed in an exceptionally easy way and it is simply right after i finished reading through this book by which really changed me, change the way i think. (Adolfo Lindgren)

### THE TRUTH ABOUT EMAIL MARKETING



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Que Publishing, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! 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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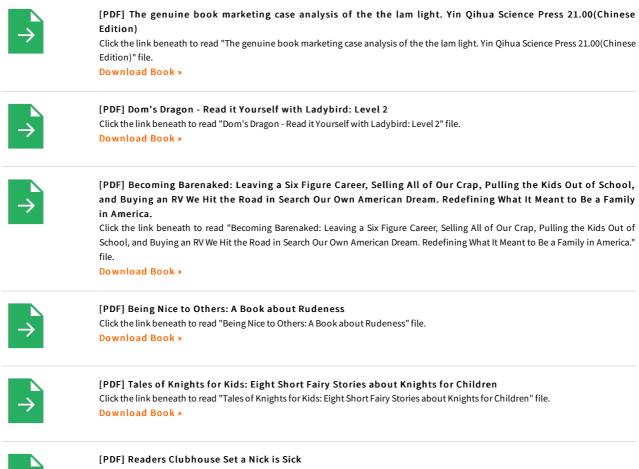
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