



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

Bruce C. Brown

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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.

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