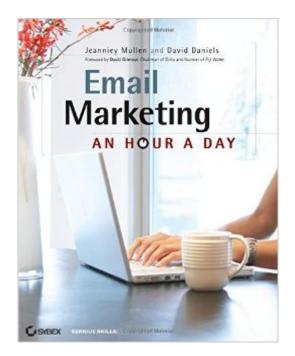
The book was found

Email Marketing: An Hour A Day





Synopsis

If the idea of starting an email marketing campaign overwhelms you, the authors of Email Marketing: An Hour a Day will introduce you to email marketing basics, demonstrate how to manage details and describe how you can track and measure results. Case studies, step-by-step guides, checklists, quizzes and hands-on tutorials will help you execute an email marketing campaign in just one hour a day. When you feel comfortable with the basics, learn how to use video and audio enabled email, implement tools like mobile devices and leverage social networks.

Book Information

Paperback: 312 pages Publisher: Sybex; 1 edition (November 24, 2008) Language: English ISBN-10: 0470386738 ISBN-13: 978-0470386736 Product Dimensions: 7.4 × 0.7 × 9.2 inches Shipping Weight: 1 pounds (View shipping rates and policies) Average Customer Review: 2.8 out of 5 stars Â See all reviews (5 customer reviews) Best Sellers Rank: #159,287 in Books (See Top 100 in Books) #10 in Books > Computers & Technology > Networking & Cloud Computing > Network Administration > Email Administration #12 in Books > Computers & Technology > Computer Science > AI & Machine Learning > Expert Systems #131 in Books > Business & Money > Industries > Retailing

Customer Reviews

Jeanniey Mullen and Dave Daniels have written an easy to read, accessible and rewarding guide to email marketing that will appeal to both the novice and the trained professional. As a experienced email marketer, I found this to be a interesting read and even with more than a decade of experience I learned something new on almost every page. This book spells out how to develop and execute your email marketing campaigns more effectively than any other book on the market today. It draws from the authors' deep experience as practitioners and analysts, as well as their experience as vendors and customers. In short, they have the perspective from their experience that benefits all types of readers. Those new to email marketing will get the boot camp they need; those with more experience will find new tactics and information that will freshen their approaches. If you want to learn about email marketing - or learn more about how to be more effective - I recommend this book highly.

I am vitally interested in the topic of email marketing and wish to use it more effectively to promote my website [...], so I purchased this book based on the single review and sadly the title and subtitle. After reading half of the book I discovered that this book is for large companies that have large marketing budgets. If you have the budget to out-source your email marketing campaigns this book might be useful, but if like mine your business is smaller or entrepreneurial in nature this book won't be much help. The subtitle "An hour a Day" captured my attention, but was not mentioned once in the introduction or first half of the book. My guess is that IF you could out-source your email marketing then you MIGHT be able to handle it in an hour a day. The authors come from their experience in working in their internet marketing service, and it appears that this book is a means of promoting their services, which is okay. Some of the insider jargon used in the book makes it difficult for the average reader. In purchasing this book I expected to learn techniques and methods that I could implement, unfortunately this book didn't deliver for me. For my money Simms Jenkins book, The Truth About Email Marketing, was much more helpful reference.

This book is an excellent resource for anyone that does email marketing. It's a great reference for CAN SPAM laws, HTML email design, producing powerful content, and reviewing metrics. I haven't read every section, but I have it next to me when I need assistance.

I'm only on page 35 and have stopped reading. I've already encountered 4 typos over just 35 pages. 'Federak Express'? It took me a minute to realize they were talking about Federal Express/Kinkos.Other sections, like explaining why transactional emails may be exempt from the 2003 CAN SPAM Act are very vague - the authors take several pages to go on about how some companies use these types of emails to promote their goods/services w/o coming out and saying they're doing this to get around the sending emails to customers who have not opted in to receiving emails from them.A good portion of the examples talk about the authors' own marketing efforts and how amazingly effective they are w/o explicitly disclosing that these examples are from their own companies.This book is definitely going back. The poor proofreading is really the icing on the cake - I can't believe in this day and age email marketers that talk about brand equity could have put so little effort in their own work!

The relevant, useful, non-obvious content of this book could be summarized in a two page article, if that. I'm looking at the book right here, in front of me, and I still can't see how they filled up 250+

pages. This book leaves me more convinced than ever that email is yesterday's technology, and that the future of digital marketing is through other channels. If you just can't resist, then do what I did: check it out at the library first, before putting down your hard-earned money to buy.

Download to continue reading...

Email Marketing Mastery: The Step-By-Step System for Building an Email List of Raving Fans Who Buy From You and Share Your Message Email Marketing: An Hour a Day Youtube: Online Marketing. How To Make Money On Youtube For Beginners And Increase Your Audience .: (youtube, youtube video marketing, how to make ... money, youtube marketing, ebay) (Volume 1) Web 4.0 Marketing: The Black Book of Powerful Online Marketing Strategies & Tactics: Online Marketing Series, Book 2 Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media Marketing, Instagram Marketing, Instagram Tips) Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) Como Crear Un Plan De Marketing Eficaz: GuÃfÂ- a para novatos y expertos para crear un estrateg $\tilde{A}f\hat{A}$ - a de marketing efectiva (Internet Marketing n \tilde{A} \hat{A}° 2) (Spanish Edition) The 36-Hour Day, fifth edition: The 36-Hour Day: A Family Guide to Caring for People Who Have Alzheimer Disease, Related Dementias, and Memory Loss (A Johns Hopkins Press Health Book) The 36-Hour Day, fifth edition: The 36-Hour Day: A Family Guide to Caring for People Who Have Alzheimer Disease, Related Dementias, and Memory Loss (A Johns Hopkins Press Health Book) 5th (fifth) edition The 36-Hour Day, fifth edition, large print: The 36-Hour Day: A Family Guide to Caring for People Who Have Alzheimer Disease, Related Dementias, and Memory Loss (A Johns Hopkins Press Health Book) The B2B Social Media Book: Become a Marketing Superstar by Generating Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More A Courtesan's Day: Hour by Hour (Famous Japanese Print Series) Twitter Marketing: An Hour a Day 21 DAY FIX: 30 Top 21 DAY FIX RECIPES with complete container count PREP IN 15 MIN OR LESS (21 day fix recipes, 21 day fix cookbook, 21 day fix book) Control Your Day: A New Approach to Email Management Using Microsoft Outlook and Getting Things Done Estimator's Equipment Installation Man-Hour Manual, Third Edition (Estimator's Man-Hour Library) 27 Best Free Internet Marketing Tools And Resources for Cheapskates (Online Business Ideas & Internet Marketing Tips fo Book 1) Youtube Marketing Buddy, The begineers guide to youtube advertising, Use video marketing for your business Instagram Marketing Made (Stupidly) Easy ("Social Media Marketing Made Stupidly Easy" Book 5) Modern Marketing for the Event and Wedding Planner - Simple steps to success for marketing your wedding and event planning business

<u>Dmca</u>