



## An Introduction to Email Marketing and Strategy: It s Time to Think Differently (Paperback)

By Adam Redding

Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.If you re a small business owner, an entrepreneur, or even an email marketing professional, you might be trying to tackle the following questions? -How do I build a successful email strategy? -What are the basic email metrics, and how do I interpret them? -How do I create a great email that will increase my click through rates? -What s the best way to craft a subject line? The Introduction to Email Marketing and Strategy guide will give you tools to build a successful email strategy that will dramatically improve your customer engagement, and ultimately your sales. With the email guide, you will get: -The 6 principles for creating a great email, with examples. -An introduction to basic email marketing concepts with definitions and terminology. -Definitions of various email metrics, such as open rate, click through rate, unsubscribe rate and more. -Tools for understanding email metrics and how to apply them in practice. -A step by step guide to building an effective email strategy. YOU WILL ALSO GET: -Comparable industry metrics, so you can understand what successful metrics look like....



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