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Chapter 7: The Three Rules of Valuable Email Content Rule 1: Work Off a Plan; Rule 2: It's Not About You; Rule 3: Choose a Variety of Sources for Your Content; Chapter 8: Creating Email Content That Leads to Action; Tying Email Content to Your Objectives; Writing Great Email Content; Calling for Action with Your Email Content; Inserting Action Links in Your Emails; Chapter 9: Looking Professional: Choosing an Effective Email Format; Determining Content-Appropriate Formats; Branding Emails Consistently; Ten Email Formats Every Business Should Know About  
Chapter 10: Making Introductions: Subject Lines, From Lines, and Frequency Email From Lines: Do I Know You?; Subject Lines: Do I Care?; Email Frequency and Length: Do I Have Time?; Chapter 11: Email Filters and Other Delivery Challenges; Email Filtering, Bouncing, and Blocking; Maximizing Delivery: Nontechnical Issues; Maximizing Delivery: Technical Issues; Chapter 12: Tracking and Improving Email Campaigns; Why Tracking Is Important for Building Relationships; How Tracking Works; What to Do About Tracking Data; Chapter 13: Collecting More Feedback with Surveys  
The Benefits of Ongoing Feedback How to Ask the Right Questions; Four Key Places to Collect Feedback; Chapter 14: Getting Beyond the Inbox; Creating and Managing an Email Archive; The Benefits of an Email Archive; About the Author; About Constant Contact; Index

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## Sommario/riassunto

The leading email marketing firm shows you how to create high-impact, low-cost campaigns Email marketing is an incredibly cost-effective way to establish and build relationships that drive business success. But, it can also be a challenge because the inbox is a hostile environment. Whether your email is noteworthy-or an annoying waste of your customer's time-depends on your ability to stick to stick the fundamentals of good marketing and authentic relationship building. The Constant Contact Guide to Email Marketing presents best practices and relationship-building principles

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