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Autore	Groves Eric
Titolo	The Constant Contact guide to email marketing // Eric Groves
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Soggetti	Internet marketing Electronic mail systems
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Formato	Materiale a stampa
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Note generali	Description based upon print version of record.
Nota di contenuto	The Constant Contact Guide to Email Marketing; Contents; Acknowledgements; Chapter 1: The 40 "Know It or Blow It" Rules of Email Marketing; Ten Keys to Your Overall Email Marketing Success; Ten Things Your Customers Expect You to Do; Ten Ways to Get Your Business in Trouble with Email; Ten Reasons to Use an Email Marketing Service Provider; Chapter 2: The Power of Email Relationships; Building Customer Relationships with the Constant Contact Cycle; Four Examples and Rewards of Running a Relationship Business; Chapter 3: Making Money: The Economics of Email How to Maximize the Return on Your Email Marketing DollarsReaping the Soft Benefits of Email Marketing; Chapter 4: The Benefits of Permission-Based Email Marketing; Is Your Email Glamorous or Spamorous?; Adhering to the CAN-SPAM Act; How Four Types of Permission Can Make or Break Your Strategy; Chapter 5: Building a Quality Email List; Finding Places to Make Valuable Connections; Mapping Out Your

Connection Points; Tips for Maximizing Email Address Collection;  
Chapter 6: Making Your Email List More Valuable; Strike While the Iron  
Is Hot; Increasing the Value of a List over Time  
Chapter 7: The Three Rules of Valuable Email ContentRule 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  
FrequencyEmail 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 FeedbackHow 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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2. Record Nr.	UNINA9911019213503321
Autore	Stevenson Scott C
Titolo	Building Your Board: How to Attract Financially-Capable Board Members and Engage Them in Fund Development
Pubbl/distr/stampa	[Place of publication not identified], : Jossey Bass Imprint, 2013
ISBN	1-118-70412-6
Descrizione fisica	1 online resource (51 pages)
Disciplina	658.422
Soggetti	Boards of directors Nonprofit organizations - Management
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Start with Your Nominations Committee -- Board Recruitment Procedures -- Interviewing Prospective Board Members -- Orientation and Ongoing Education -- Engaging Your Board in Fund Development -- Development Committee and Board Meetings -- When it Comes to Board Giving -- Continue to Nurture, Inform Your Board -- Ideas Worth Considering -- Recognize and Showcase Board Members -- Keep 'Retired' Board Members Engaged.
Sommario/riassunto	Originally published by Stevenson, Inc. , this practical resource provides nonprofit organizations and their leaders with step-by-step procedures to build and nurture board members who are able and willing to assist with fundraising.