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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
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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
